

6-2003

June 2003

Inland Empire Business Journal

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Inland Empire Business Journal, "June 2003" (2003). *Inland Empire Business Journal*. Paper 249.  
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# INLAND EMPIRE business journal

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Close-Up



Jonnetta Chambers of  
Chambers Communications &  
Training Techniques, LLC.  
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VOLUME 15, NUMBER 6

JUNE 2003

\$2.00



The move in date for IEUA's new administration headquarters is scheduled for the middle of June 2003. The agency's new headquarters will be the leading state-of-the-art office structure built with a focus on energy and environmental considerations in California. The headquarters complex and the integral Chino Creek Park will be a very visible expression of the IEUA Board of Directors' vision of promoting water recycling, composting, renewable energy, and overall environmental resources management.

## AT DEADLINE

### The Wheels of Rotary Turn for Children

The Rotary Club of Diamond Bar demonstrates tenacity and generosity as they surpass a "presidential goal." Recently, Don Karlin, president elect, The Rotary Club of Diamond Bar, pledged funds to purchase 20 wheelchairs for underprivileged and physically challenged children around the world. Shortly thereafter, donations to purchase 23 new

*continued on page 35*

## IEUA Headquarters Construction Stays on Schedule

### Water Conservation Package Unveiled at Leadership Breakfast

"Come Rain or Come Shine" is the theme of a comprehensive marketing package of water conservation tools that was presented by IEUA's manager of water resources, Dave Hill, to community leaders at IEUA's Spring Water Association Leadership Breakfast held recently at the Ontario DoubleTree.

IEUA and its local water suppliers want the public to apply smart wa-

ter practices all of the time. Efficiency is the key. The demands on the local water supply require that we make the most efficient use of our water resources - even in times of plenty. Imported water is more costly to consumers and if we can encourage people to engage in wise water practices, they can lower the demand for expen-

*continued on page 48*

## UCR's Rapid Evolution in the 21st Century

The University of California at Riverside's A. Gary Anderson Graduate School of Management gained accreditation from the Association to Advance Collegiate Schools of Business earlier this year, due to what AACSB found to be its commitment to excellence in preparing graduate students for the business world.

Accreditation is a mission-driven process of voluntary, non-governmental review of educational institutions and programs. Institutions that gain accreditation confirm their dedication

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## Special Sections

**NEW BUSINESSES**  
page 49 to 51  
**CALENDAR**  
page 52

## Hendricks & Partners 2002 Review and 2003 Forecast

The Inland Empire continued its long track record of growth in 2002, outpacing California and much of the rest of the country despite national and state economic woes. On an annual average basis, employment in the Riverside-SanBernardino area gained 2.9 percent,

*continued on page 37*

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## INVESTMENTS &amp; FINANCE

## Palm Desert National Bank Celebrates Grand Opening

Palm Desert National Bank announces the opening of the La Quinta office in its permanent building at 47000 Washington Avenue in La Quinta.

Construction of the beautiful early California style 5,000-square-foot

facility — situated on a land tract originally established as one of La Quinta's earliest homesteads — will initiate the first phase in the completion of a 4.9 acre La Quinta Professional Plaza development by McDermott Enterprises. The entire plaza

complex will include some 53,500 square feet of office and commercial space located in 12 parcels on the project site.

The new La Quinta Professional Plaza will be located on land originally homesteaded by Manning J.

Burkett in the 1900s. Burkett's 160-acre ranch was one of three early land tracts acquired from the federal government—located in an expansive area formerly called Marshall Cover, previously an old lakebed covered with clay and sand dunes.

Burkett brought his family from Maine to La Quinta in 1917, leveled his land, drilled a well and built the area's first windmill. He constructed his own home and began farming row crops and later citrus, while also maintaining a string of horses.

A finish carpenter by trade, Burkett helped build the La Quinta Hotel and later the Arabian horse stables at Point Happy. The Burkett ranch was operated for five consecutive generations until buildings were torn down in 1996.

The La Quinta Historical Society has named the site of the Burkett farm one of the area's first local landmarks.

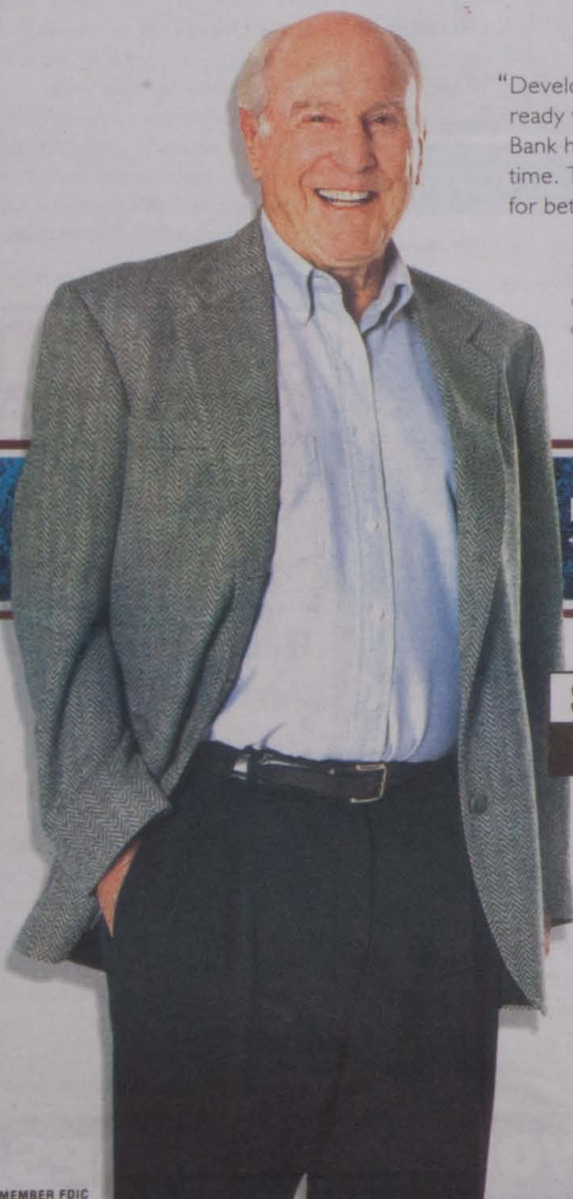
A plaque commemorating the historical significance of the site was dedicated at the branch office of Palm Desert National Bank at the La Quinta Chamber of Commerce mixer recently.

Karen Job, vice president/manager at the La Quinta branch office has been active in the La Quinta community, La Quinta Chamber of Commerce, Rotary Club and other community organizations for several years. She and her staff are looking forward to serving their many existing and future customers in the new office.

Kevin McGuire, chairman and CEO stated, "We're particularly proud to be establishing this new office in La Quinta as we continue to serve the desert communities. Public demand has been steadily growing for the branch opening and we're delighted to bring our special brand of personal and professional banking to local residents and businesses."

*Palm Desert National Bank currently operates two other branch offices in Palm Desert and Rancho Mirage. The bank has been building a tradition of banking services in the Coachella Valley for more than 20 years.*

## Growing Relationships



"Development is a demanding business. You must be ready when the market is ready. Citizens Business Bank has been our friend and partner for quite some time. They've grown, we've grown. We couldn't ask for better service."

*The Garrett Group, LLC, investors and developers of commercial property — and Citizens Business Bank — a growing relationship.*

**Paul Garrett, Chairman & CEO  
The Garrett Group, LLC, Temecula**

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## INVESTMENTS &amp; FINANCE

## Chino Commercial Bank, N.A. Continues Record Earnings

The board of directors of Chino Commercial Bank, N.A. (OTCBB:CKNA) announced the results of operations for the first quarter of 2003 with net income for the quarter of \$116,097 or \$0.21 per share, a 905 percent increase over net income of \$12,830 or \$.02 per share for the same quarter last year. First quarter earnings were also up 24 percent as compared with the fourth quarter earnings for 2002, which were \$93,332 or \$.17 per share. Dann H. Bowman, president and chief executive officer stated, "We are very pleased with the growth of the bank and the number of new customers who have joined us. This growth has allowed the bank to increase earnings relatively quickly, and enhance shareholder value."

Total assets increased by 45 percent to \$45.3 million, as compared with total assets of \$31.3 million at the end of the same quarter last year; and increased 8.8 percent or \$3.7 million, as compared to \$41.7 million at Dec. 31, 2002. Total deposits increased 58 percent to \$40.1 million at the end of the first quarter, as compared with \$25.3 million at the end of the same quarter last year. Deposits also increased 10 percent during the first quarter, as compared to \$36.5 million at Dec. 31, 2002.

The increased earnings for the quarter were primarily due to an increase in the net interest margin of \$196,856, coupled with an increase in non-interest income of \$66,205. The bank posted net interest income of \$565,426 for the three months ended March 31, 2003, as compared to \$378,264 for the same quarter last year. These increases in income were partially offset by an increase in general and administrative expenses of \$136,194, resulting from additional volumes of business activity, in addition to an increase in the provision for loan losses of \$23,600.

Average interest-earning assets were \$40.5 million, with average interest-bearing liabilities of \$1, as compared to average interest-bearing assets of \$27.1 million with average interest-bearing liabilities of \$9.3 million, yielding a net interest margin of 4.71 percent for the three months ended March 31, 2002.

General and administrative expenses were \$521,097 for the three months ended March 31, 2003 as compared to \$384,903 for the three months ended March 31, 2002. The largest component of general and administrative expenses was salary and benefits ex-

pense of \$256,487 for the first quarter of 2003 as compared to \$179,816 for the first quarter of 2002.

Salary and benefits increased due to higher average full-time equivalent staff, salary increases, lower capitalized loan origination costs, accrued in-

centive compensation, recruiting expenses, and higher expenses relating to health insurance and workers' compensation for the first quarter of 2003, as compared to first quarter of 2002.

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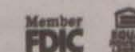
Banker Kathy Young spent all afternoon putting together a business strategy that would strengthen productivity, lower overhead and increase profitability.

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## INVESTMENTS &amp; FINANCE

# American Residential Reports First Quarter 2003 Earnings— Books One-Time Tax Benefit and Increases Guidance

American Residential Investment Trust, Inc. (AMEX®: INV), the parent company of American Mortgage Network (AmNet), a wholesale mortgage bank serving the mortgage broker channel nationwide, has reported first quarter results and updated 2003 earnings guidance.

## Highlights include:

- Consolidated first quarter net income was \$12.2 million, including a one-time tax benefit of \$6.7 million;
- First quarter earnings per diluted share increased to \$1.53, including a one-time tax benefit of \$0.84 per share;
- First quarter consolidated pretax earnings were \$7.3 million, up 56 percent over the previous quarter;
- Book value per diluted share was \$9.02 at March 31, 2003;

- Funded \$2.1 billion in mortgage loans through American Mortgage Network;
- Expanded regional center network into the Mid-Atlantic and Northeast;
- Warehouse funding facilities increased to \$960 million
- Increased 2003 projected net earnings to between \$2.50 and \$2.75 per share on a consolidated, after tax basis.

## Consolidated Results

American Residential reported consolidated net income of \$12.2 million, or \$1.53 per diluted share for the first quarter of 2003, inclusive of \$6.7 million, or \$0.84 per diluted share of income associated with one-time tax benefits. On April 9, the company raised first quarter guidance and stated that its effective combined 2003

federal and state income tax rate would be approximately 25 percent. The company recorded a one-time benefit to establish tax assets associated with net operating loss carry forwards generated by American Residential Investment Trust, Inc. (AMREIT) in prior periods which now are expected to be utilized to offset taxable earnings generated by AmNet in future periods.

John M. Robbins Jr., chief executive officer, said, "In the first quarter, we officially terminated our status as a real estate investment trust. Our transformation to a mortgage bank is complete. Our achievements in the first quarter attest to the validity of the AmNet business model. We have continued to enter new geographic areas and have leveraged opportunities in established regions. While low inter-

est rates are fueling current refinance activity, we believe in our ability to penetrate new markets and increase market share in existing regions, thus serving us well in a rising interest rate environment."

The company noted that its unrestricted cash and cash equivalents balance was \$22.8 million at March 31, 2003, as compared to, approximately \$13.6 million at Dec 31, 2002, an increase of 68 percent. The unrestricted cash and cash equivalents balance totaled approximately \$2.87 per diluted share at March 31, 2003. The company's diluted book value per share was \$9.02 at March 31, 2003.

The company reports its results in two segments – mortgage banking (AmNet) and mortgage asset portfolio investments (AMREIT).

*continued on page 9*

## Business Bank of California Hires Paul Stratton as Vice President, Commercial Loan Officer

Alan J. Lane, president of Business Bank of California, a division of Business Bankcorp (BZBC), announced that Paul Stratton has been hired as vice president, commercial loan officer, at the bank's Upland office.

Stratton was most recently affiliated with the Upland bank as vice president, banking officer. His primary goal is the development of relationships in the local business community by evaluating their needs and making recommendations for practical business solutions. He will be working with Russ Scranton, manager, to assist in building the bank's presence in the Upland area.

Stratton has a strong background in commercial credit and uses that knowledge to form a partnership with customers that supports growth and profitability in their business. "Business

Bank of California has the customer's best interest in mind," he said of his reason for joining the bank.

Business Bank of California has served California businesses since 1984. The bank operates 15 branches in the Southern California cities of Corona, Hemet, Hesperia, Ontario, Phelan, Riverside, Redlands, Upland, and San Bernardino, and in the Northern California cities of San Rafael, Petaluma, San Francisco, South San Francisco, and Hayward. They are strongly focused on providing high quality, personalized services to small businesses, professionals, and consumers.

Information regarding Business Bankcorp stock can be obtained on NASDAQ using the symbol (BZBC) or by accessing their Web site at [www.businessbank.com](http://www.businessbank.com).

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### editor's note:

May was an exciting month at the Inland Empire Business Journal. The staff worked hard to prepare for the Women & Business Expo and enjoyed the SBA's award luncheon. Our June issue features savvy financial advice and a foray into technology, as well as profiles of outstanding people and New York style pizza... for energy.

e-mail addresses

## INLAND EMPIRE business journal

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## INVESTMENTS &amp; FINANCE

## Canyon National Bank Reports First Quarter Record Earnings — *Net Income Exceeds \$400,000*

Continuing a solid trend of growth and profitability, Canyon National Bank (OTC: BB CYNA) has announced net income of \$403,000, resulting in \$0.43 in diluted earnings per share for the first quarter ended March 31, 2003—an increase of 32 percent compared to income of \$305,000 and earnings of \$0.33 per diluted share for the same period in 2002.

Annualized return on average assets for the quarter was 1.16 percent, with a return on average shareholders' equity of 15.01 percent.

### Other financial highlights for the first quarter 2003 comparative to the same period in 2002:

- Total assets increased by \$23.8 million or 19.5 percent, to \$ 146.0 million
- Net loans of \$84.2 million in-

creased 12.9 percent or \$9.6 million

- Total deposits of \$132.4 million increased 17.6 percent or \$19.8 million

Canyon National Bank's positive financial performance is reflected in its \$1.36 million record earnings for the year ended Dec. 31, 2002, and the recent five percent stock dividend.

President and CEO Stephen G. Hoffmann said, "We see continued signs of growth in earnings and assets during 2003 through a proactive expansion of our banking services."

"For example, the bank has introduced Internet bill payment to enhance our Internet banking service, and by year-end we will replace our current smaller Palm Desert branch with a spacious new facility to keep pace with our rapidly growing number of mid-valley customers," said Hoffmann.

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## CVB Financial Corp. and Kaweah National Bank Jointly Announce Merger

D. Linn Wiley, president and chief executive officer of CVB Financial Corp. and its principal subsidiary, Citizens Business Bank, and Lawrence G. Bibbens, chairman and chief executive officer of Kaweah National Bank, jointly announced that the two financial institutions have executed a definitive agreement and plan of reorganization. This agreement provides for Kaweah National Bank to merge with and into Citizens Business Bank. Citizens Business Bank will represent the continuing operation.

The aggregate purchase price to be paid in the merger, including the cancellation of Kaweah stock options, will be \$15.5 million. The definitive agreement provides that Kaweah shareholders may elect stock, cash, or a combination of both. The number of total shares issued by CVB Financial

Corp. will not be greater than 51 percent, or less than 42 percent of the aggregate purchase price, with the remainder paid in cash. The transaction will be handled under purchase accounting and is subject to shareholder and regulatory approval. The parties expect to complete the transaction at the end of the third quarter of 2003.

"We are delighted to have this opportunity to associate with Kaweah National Bank, and to continue to expand our presence into the Central Valley area. The bank is a complement to our existing franchise and our professional and business banking strategy," said D. Linn Wiley.

"We are pleased to join with Citizens Business Bank. Citizens is a premier performing bank with an exceptional record for serving their cus-

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## Top Savings & Loans and Federal Savings Banks

*Serving the Inland Empire*

Bank Name Address City, State, Zip	Assets \$ (Millions) Assets % Change (12 Month)	Return on Average Equity (R.O.E.)	Core Capital As a % of Assets	Nonperforming Loans & Debt Secs. as a % of Core Capital & Loans Loss Reserves	Income Before Extraordinary Items (\$000)	Top Local Executive Title Phone/Fax E-Mail Address
Downey Savings & Loan Assoc., F.A. 1. 3501 Jamboree Rd. Newport Beach, CA 92660	12,513 17	12.17	6.36	8.8	77,671	Daniel D. Rosenthal President/CEO (949) 509-4400/725-0618 downeysavings.com
Western Financial Bank 2. 15750 Alton Pkwy. Irvine, CA 92618-3816	10,964 40	19.74	6.54	2.4	74,498	Donald Pearson S.V.P., Retail Banking (949) 754-7242/754-4839 donald_pearson@wfw.com
Pacific Premier Bank 3. 1598 E. Highland San Bernardino, CA 92404	232 -14	-7.34	6.62	31.3	-823	Steven R. Gardner President/CEO/COO (714) 431-4000
Commercial Capital Bank 4. 4860 La Sierra Ave. Riverside, CA 92505	133 209	-10.96	6.85	0	-630	Maleka Ali V.P., Commercial Banking (949) 585-7500 customerservice@ commercialcapital.com

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## INVESTMENTS &amp; FINANCE

## INLAND EMPIRE BUSINESS JOURNAL / Duff & Phelps, LLC STOCK SHEET

### THE GAINERS Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
Fleetwood Enterprises Inc	7.480	5.040	2.440	48.4%
Watson Pharmaceuticals Inc	37.100	29.070	8.030	27.6%
National RV Holdings Inc	4.560	3.900	0.660	16.9%
Modtech Holdings Inc	9.240	8.050	1.190	14.8%
Pacific Premier Bancorp Inc	6.550	5.950	0.600	10.1%

### THE LOSERS Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	% Change
American States Water Co	25.650	25.840	-0.190	-0.7%
Foothill Independent Bancorp	18.750	18.600	0.150	0.8%
Channell Commercial Corp	4.260	4.190	0.070	1.7%
CVB Financial Corp	20.670	20.300	0.370	1.8%
Provident Financial Hldgs	30.200	29.240	0.960	3.3%

Name	Ticker	05/27/03 Close Price	04/30/03 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co	AWR	25.650	25.840	-0.7	29.01	20.25	20.0	NYSE
Business Bancorp (H)	BZBC	21.230	19.740	7.5	21.30	13.50	13.8	NASDAQ
Channell Commercial Corp	CHNL	4.260	4.190	1.7	7.00	2.88	47.3	NASDAQ
CVB Financial Corp	CVBF	20.670	20.300	1.8	22.95	11.19	18.4	NASDAQ
Fleetwood Enterprises Inc	FLE	7.480	5.040	48.4	10.92	2.37	NM	NYSE
Foothill Independent Bancorp	FOOT	18.750	18.600	0.8	20.04	12.07	15.4	NASDAQ
HOT Topic Inc	HOTT	25.550	24.510	4.2	28.20	14.85	23.4	NASDAQ
Pacific Premier Bancorp Inc	PPBI	6.550	5.950	10.1	7.10	2.50	NM	AMEX
Keystone Automotive Industries Inc	KEYS	19.020	18.300	3.9	20.51	13.11	20.5	NASDAQ
Modtech Holdings Inc	MODT	9.240	8.050	14.8	12.88	6.55	18.5	NASDAQ
National RV Holdings Inc	NVH	4.560	3.900	16.9	12.36	3.75	NM	NYSE
PFF Bancorp Inc	PFB	36.400	33.690	8.0	38.50	23.50	12.9	NYSE
Provident Financial Hldgs (H)	PROV	30.200	29.240	3.3	31.75	14.67	10.7	NASDAQ
Watson Pharmaceuticals Inc (H)	WPI	37.100	29.070	27.6	37.17	17.95	21.5	NYSE

Notes: (H)-Stock hit 52-week high during the month, (L)-Stock hit 52-week low during the month, (S)-Stock split during the month, NM - Not Meaningful

### Five Most Active Stocks

Stock	Month Volume
Watson Pharmaceuticals Inc	39,471,800
HOT Topic Inc	15,745,038
Fleetwood Enterprises Inc.	9,595,100
CVB Financial Corp.	884,341
Keystone Automotive Industries Inc	631,530
D&P/IEBJ Total Volume Month	68,325,627

### Monthly Summary 05/27/03

Advances	13
Declines	1
Unchanged	0
New Highs	3
New Lows	0

## Payden Core Bond Fund Outpaces Peer Group

Payden & Rygel's flagship bond fund, the Payden Core Bond Fund (Ticker: PYCBX), turned in one of the best records in the intermediate bond category for the trailing 12 months ended March 31, 2003, and is attracting substantial new institutional and retail funds. The fund returned 12.91 percent, outpacing Lipper's intermediate investment grade debt fund universe of 386 funds by 2.93 percent.

"We're being discovered, particularly by smaller institutions as well as individuals looking for alternatives to the very large bond funds," according to Joan Payden, CEO of Payden & Rygel. "Our fund is large enough to have significant diversity but small enough to be immensely flexible," she noted.

The Payden & Rygel Core Bond

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## Duff & Phelps, LLC

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## INVESTMENTS &amp; FINANCE

## CVB Financial Corp. and Kaweah National Bank Jointly Announce Merger

continued from page 6

tomers. Citizens Business Bank will be an outstanding addition to our business community," said Larry Bibbens. Kaweah National Bank was established in 1991, headquartered in Visalia, California, with branches in

Tulare, Porterville, and McFarland. All of the offices are located in the Central Valley region of California. The bank has total assets of \$90.7 million, total deposits of \$80 million, and total loans of \$70.7 million as of March 31, 2003.

*Citizens Business Bank is one of the largest community banks in southern California. It specializes in providing the full scope of financial services to business and professional clientele. CVB Financial Corp. is traded on the NASDAQ under the ticker symbol CVBF.*

## Morongo Tribe Breaks Ground on World-Class Casino Resort Hotel

The new Morongo Casino Hotel and Spa is expected to generate \$2.8 billion in new jobs and economic benefits for the Inland Empire region, according to prominent regional economist, John Husing. The \$250 million world-class destination resort will encompass 660,000 square feet and rise 23 stories.

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## UCR's Rapid Evolution in the 21st Century

continued from page 1

to quality and continual improvement through a stringent and comprehensive peer review.

AACSB International's findings on UC Riverside were favorable toward the school for various reasons, such as: its effective core of senior faculty; supportive central administration; a faculty planning process introduced by Peter Chung, AGSM's interim dean; high enrollment growth; considerable degree of student satisfaction with faculty accessibility and academic counseling services; outstanding computer laboratory facilities and technology support; collaboration with the College of Humanities, Arts, and Social Sciences for teaching skill re-

quirements; proficient personnel evaluation system, and quality faculty.

Accreditation for the school is a step in the right direction, said France Cordova, UCR's newly-appointed chancellor.

"I am both pleased and proud of this recognition for our business school," she said. "I congratulate the faculty for its commitment and leadership during this process. Accreditation is the hallmark of excellence in management education."

AGSM offers the most comprehensive program of one of only two undergraduate business programs in the University of California system. Current undergraduate enrollment is at 2,680 students with 1,205 business majors and 1,475 pre-business majors. There are 132 students in the Master's of Business Administration program. On July 1, the school will add 10 faculty members to its current group of 32 full-time tenured/tenure track faculty members.

"This is such an exciting time for

our program and our campus," said Chung. The school's extensive mission includes research, teaching, and public service, meaning that the school has set higher standards for itself than other business schools in the AACSB International accreditation process. "Having this accreditation will be a tremendous asset for our marketing, recruiting, and fund-raising efforts, which will help us with the growth and expansion of our programs."

AGSM's accreditation is not the only significant change that has recently occurred at UCR.

Cordova was appointed the seventh chancellor of UCR on July 1. Cordova is also a nationally recognized astrophysicist and served as professor of physics and vice chancellor at the University of California at Santa Barbara. Prior to the beginning of her work at UC Santa Barbara in 1996, she worked at NASA as the organization's primary administrative scientific advisor and the principal interface

between NASA headquarters and the broader scientific community. She was head of the department of astronomy and astrophysics at Pennsylvania State University from 1989 to 1993 and served as deputy group leader of the Space Astronomy and Astrophysics Group at the Los Alamos National Laboratory from 1979 to 1989.

Cordova is the winner of NASA's highest honor, the Distinguished Service Medal and has been named by the National Research Council this year as a National Associate of the National Academies in recognition of exemplary service.

The oldest of 12 children, Cordova attended high school in La Puente. She enrolled at Stanford University, graduating cum laude with a bachelor's degree in English and, in 1979, obtained her Ph.D. in physics from the California Institute of Technology.

She is married to Christian J. Foster, a science educator, and has two children.

## MANNERINO LAW OFFICES



"Laws were made to be broken"  
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for  
not to know we sinn 'd is innocence"  
Sir William Davenant  
1606-1668

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## INVESTMENTS &amp; FINANCE

## Temecula Valley Bank Cited for "Super Premier Performance"

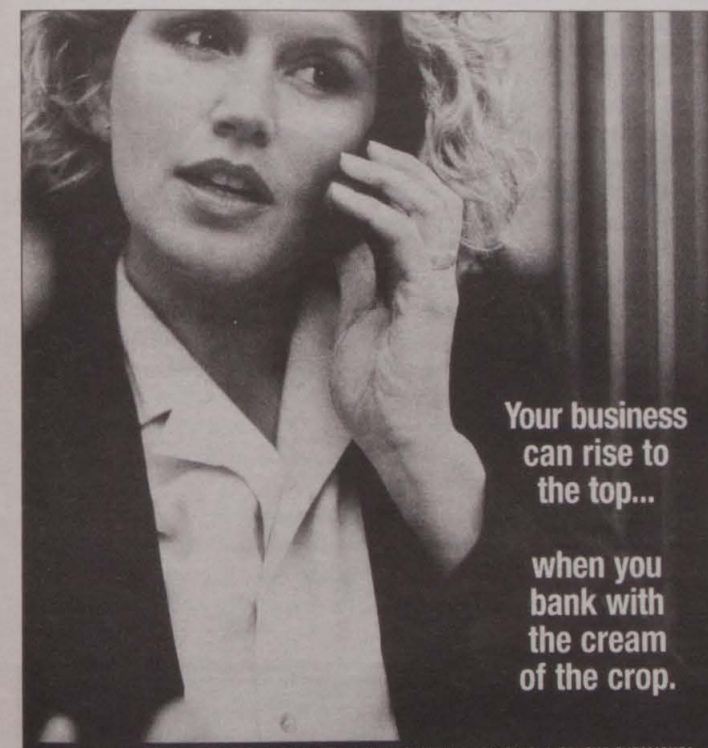
Temecula Valley Bancorp (OTCBB: TMCV) announced earning the rating of "Super Premier Performance" from the *Findley Reports* for 2002.

The "Super Premier Performance" rating recognizes Temecula Valley Bancorp for excellent strength, performance, and safety. The *Findley Reports*, the nation's leading independent banking analyst, analyzes the financial condition of the nation's primary financial institutions. The most recent award is based upon 2002 operating results from Temecula Valley Bancorp.

The Bancorp has received the rating of "Super Premier Performance" from the *Findley Reports*

for the third consecutive year. This is the highest ranking performance attainable.

*Temecula Valley Bank was established in 1996 and operates full services in Temecula, Murrieta, Fallbrook, Escondido, and El Cajon. Temecula Valley Bancorp was established in June 2002 and operates as a one-bank holding company for Temecula Valley Bank. The Bancorp's common stock is traded over the counter with the stock symbol TMCV.OB and the bank's Internet Web site can be reached at [www.temvalbank.com](http://www.temvalbank.com).*



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## Didi Hakes "Connects" as an SBA Lender

Armed with an undergraduate degree from San Diego State University, Kirsten "Didi" Hakes quickly came to the realization that she would need to continue her education at the graduate level to have an opportunity to get a good job in her field of choice, psychology. Deciding that she would rather enter the work world than remain a student, Hakes made a choice that, in hindsight, represented a major turning point in her life: she secured a

position as a file clerk at San Diego Trust and Savings Bank.

Nearly 20 years later, Didi Hakes is senior vice president, SBA Lending Group manager, at Vineyard Bank. She does find her psychology training helpful, since so much of her job involves building and cementing relationships, but she has definitely found her calling as a banker.

continued on page 31

## American Residential Reports First Quarter 2003 Earnings

continued from page 4

### AmNet Operating Results

For the first quarter of 2003, AmNet reported pretax income of \$6.9 million, compared to \$5.1 million in the fourth quarter of 2002, representing an increase of 37 percent. The company expects to fund mortgages in the range of \$8.0 billion to \$9.0 billion in 2003. April fundings of \$1 billion represented a 73 percent increase over January, 2003 fundings and a 24 percent aver-

age month over month growth rate for the first four months of 2003.

### AMREIT

"After a thorough review by tax counsel, we have now concluded that we will be able to utilize operating losses generated by AMREIT in past years, as an offset to taxable earnings from AmNet," said Judith A. Berry, chief financial officer. "Additionally, we will benefit from net operating loss carry forwards from AmNet which were generated in 2001 and 2002 during its start-up phase. Realization of these tax benefits will restore significant book value per share for our stockholders, and will generate substantial cash savings to the company during 2003 and potentially beyond."

## Chino Commercial Bank, N.A. Continues Record Earnings

continued from page 3

Other expenses increased by \$24,087 for the comparable three-month period,

primarily due to increased supply costs, customer services provided and courier expenses, that were the result of increased business activity. Also increased were audit expenses, which increased \$8,281, and board of directors' fees, which increased \$14,380.

*Chino Commercial Bank, N.A. may be reached at (909) 393-8880.*

## Payden Core Bond Fund Outpaces Peer Group

continued from page 7

Fund, established in 1994 for the firm's institutional clients, has achieved an exceptional long-term record. "Our rigorous risk manage-

ment practices have led us to avoid the big corporate disasters such as Enron and WorldCom, and our independent ownership structure ensures that we have no conflicts of interest," Payden points out. The fund has a modest expense ratio of 0.44 percent compared to the average intermediate-term bond fund's expense ratio of 0.99 percent, according to Morningstar.<sup>TM</sup>



## COMMENTARY

# Can't We All Just Get Along With Rodney?

by Joe Lyons

I was there on Crenshaw on April 29, 1992, when social unrest turned to violence in Los Angeles. The spark was the Simi Valley court decision in favor of the policemen who were captured on video tape beating Rodney King. Since that time his name has become synonymous with terms like "profiling" and "abuse under color of authority" and, of course, the "Rodney King Riots."

There are even people today who list King as an icon of the civil rights movement, up there with Dr. Martin Luther King and César Chavez.

But wait! While such men as these have done great things for our society and our national consciousness, despite their human foibles, Rodney King has not.

Mr. King only gets into the news when he gets into trouble. Drug busts, domestic violence, solicitation of a transsexual. These are hardly the things you look for in the biography of a noble leader of the people.

Now the Inland Empire city of Rialto is playing host to this repeat offender for driving into somebody's living room. Clearly, this is a troubled man. His is not the path of righteousness. His is the way of the transgressor. He is a man to be pitied, not admired.

Rodney King may well be the common man. He may be a man with a monkey on his back. In many ways he may represent any number of us who, when given a choice, always seem to make the wrong one. Is he any different from you and I? Can we all say, there but for the Almighty go I?

Of course.

But make no mistake about it. Rodney King is NOT a social icon. He is not a victim of "The Man." He is just a man. A man who makes bad choices.

It is true that his case has caused many law enforcement groups to look inward. His case and its resultant conflict has caused us all to look at who we are and what we really believe. The riots showed us that the issues do not just run to black and white, but Asian as well.

But King himself is little more than a catalyst. His problems have not gone away. If anything they seem to have gotten worse. Had it not been for that one isolated incident 11 years ago, he would have been just one more criminal in the system.

Thanks to his most recent offense in Rialto, he's *our* problem now.

## COMMENTARY

# Surprise, Surprise!!

by Joe Lyons

Surprise, Indeed.

Like the water and power shortages before it, the budget shortage is showing signs of falsehood. Somehow, our biggest fears seem to be fading away. Could it be that like the Swine Flu and Y2K before it, there was really nothing to be afraid of?

Bad budgeting caused the shortfall in the first place. So the first thing that's needed is a sharp pencil. Then we need to look at where the state of California gets its money.

Don't punish yourself by thinking that your income tax is the sole source of funding for the Golden State. The gas tax also helps. And what many have missed is that the state (and federal) gas tax is factored on a percentage. Can you see where I am going here? The percentage of \$1.60 is less than the percentage of \$2.

That \$2 gas you've been buying has boosted the income of the state by close to \$200 million. No, that amount alone will not make the \$35 billion estimated debt go away.

But it's a start.

## LETTER TO THE EDITOR

To Whom It May Concern:

As a business partner and vendor of the San Manuel Band of Mission Indians and San Manuel Indian Bingo and Casino, Off Madison Ave would like to express our support for the tribe and the casino amenity enhancement plan. Off Madison Ave serves as the marketing agency of record for the tribe and, over the past two years, our relationship has allowed our agency the opportunity to witness the tribe's unparalleled outpouring of community and charitable support. The millions of dollars in support is felt locally in the Inland Empire and right here in Arizona as the tribe donated \$1 million to the White Mountain Apache Tribe, located near Whiteriver, Arizona, devastated by wildfires in 2002.

Off Madison Ave felt compelled to write this letter to demonstrate our support for the tribe and to provide a third-party perspective surrounding these issues. It is our hope that this letter will serve as a call-to-action for better understanding of the truth and will encourage those who speak of and write about the tribe to act responsibly.

Negative outcries by members of the community that the tribe is not a conscientious and thoughtful neighbor are simply unfounded and untrue. Moreover, such negativity only serves to segregate the tribe from its community-at-large and demonstrates the neighbor's disregard over the overwhelming benefits enjoyed by each and every member of the community as a direct result of the tribe's philanthropic and economic efforts.

Unfortunately, we've also witnessed a great injustice in the perpetuation of myths surrounding tribal sovereignty and the government-to-government relationships that exist between the tribe and the state of California. Many people are led to believe, by mainstream media, that tribes do not pay taxes and are not required to follow state and federal laws.

Nothing could be further from the truth. As a sovereign government, casino and other revenue is used to support tribal operations, offer extensive charitable contributions and fund local non-tribal government agencies in the form of a \$90 million Special Distribution Fund in California. As an employer, the tribe withholds state and federal income taxes from all employees and pays federal employment taxes and individual state taxes for employees. Individual tribal members also pay federal income taxes on income earned.

Education and communication are the keys to ending misperceptions about tribal nations while fostering the understanding that, through economic enterprises such as gaming, tribes have pulled themselves from the depths of poverty into a realm of self-sufficiency — a realm that also positively impacts the local community and its economy.

On behalf of Off Madison Ave we pledge our continued support of the San Manuel Band of Mission Indians and its many economic endeavors.

Sincerely,

David Anderson  
Partner and General Manager  
Off Madison Ave

Roger Hurni  
Creative Director and Partner  
Off Madison Ave

e-mail addresses

## INLAND EMPIRE business journal

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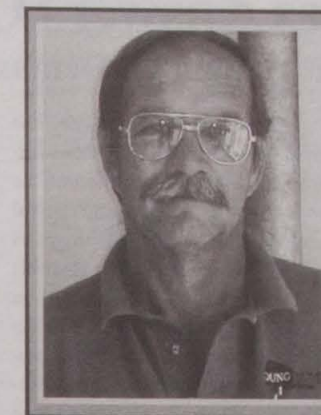
# Three Members of the Young Homes Team Are Honored by the Baldy View Chapter of the BIA

Bob Alston, Barbara Coldiron, and Bob Richardson, all members of the Young Homes team of building industry professionals, were recently honored by the Baldy View Chapter of the Building Industry Association of Southern California. The event was the organization's second annual Associate and Builder Employee (ABE) Awards event, held at Etiwanda Gardens in the city of Etiwanda.

Alston, who joined Young Homes as construction superintendent in February of 2002, was the winner in the Site Manager/Superintendent/Field Support of the Year category. His career in the building industry spans an impressive 36 years. He got his start right out of high school "sweeping floors," as he says, and has steadily moved up through the ranks, learning every aspect of the construction business along the way.

"It was quite a thrill to receive this award," said Alston, who is known for accuracy and precision in his work. He

made the move to Young Homes from Gardner Construction in Redlands and has also held positions with Centex Homes.

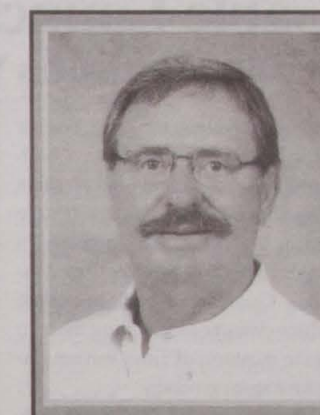


Bob Alston

"Bob possesses great leadership skills and always brings his jobs in on time," said John Young, president of Young Homes and 2003 president of the BIA's Baldy View Chapter. "We are

pleased that he has received this important recognition for his work."

Honored as a finalist in the Purchasing Staff of the Year category was



Bob Richardson

Bob Richardson, director of purchasing for Young Homes. "Bob brings more than 30 years of expertise in the building industry and is an integral part of the company's management team,"

said Young. "He has broad responsibilities that include all budgets, bidding, estimating, value engineering and contract negotiations."



Barbara Coldiron

Richardson was previously director of purchasing for Kaufman and Broad's Las Vegas division. He has

*continued on page 36*

# Bridges to Burn

by Ruben Estrada, Estrada Strategies, LLC, SSI

"Don't burn your bridges" reminds you to make sure that you can always go back the way you came. Perhaps to get a reference or a referral from a former prospect, or maybe even go back to work for a company for whom you once worked. This can be good and practical advice. In business today, you need all the allies you can get.

There are times, however, when burning your bridges is exactly what you need to do. Burning your bridges is another component of the Formula for Success. Sandler has identified three particular bridges that need to be burned:

**The Bridge of Reliance**

**The Bridge of Hope**

**The Bridge of Comfort**

Do you rely on certain key customers to help you make your quota month after month because it's easier than going out and developing new

clients? Do you rely on selling popular products or high-demand items in your product line to make your numbers because your company's less popular but more profitable items are harder to sell? If you do, then you've got to burn that Bridge of Reliance. What you rely on today may not be there tomorrow.

Do you continually chase prospects that are always willing to talk to you, but never buy? "Drop in when you're in the neighborhood." "We're always happy to hear from you." Why continue to invest your time with someone who won't help you reach your goals? If you're hoping that one day they will do business with you, burn the Bridge of Hope. Go make something happen today, not someday.

Do you find yourself investing an excessive amount of time on low-volume prospects because you're comfortable with them? You know they should be buying more, but you don't want to rock the boat and push them to buy more. Why? Because you

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The newly dedicated College of Social and Behavioral Sciences Building at Cal State San Bernardino, nestled in the shadow of the beautiful San Bernardino Mountains, shines in the sunlight. The light-filled building is a far cry from the drab, depressing halls of knowledge found on many other campuses throughout the nation. The Inland Empire Business Journal was present when the final steel beam, embellished with hundreds of signatures of those present that day, swung high over the crowd with a large American flag waving in the breeze. That beam is significant now as it reminds us all of the importance of building a strong foundation to support our most worthwhile endeavors...and how inspiring the result can be.

Photo by Georgine Loveland



# HIGH TECHNOLOGY

## SUPPLEMENT

### Time Warner Cable Launches Answers On Demand<sup>SM</sup> New Digital Service Provides Customers With Video on Demand Tutorials

The Desert Cities Division of Time Warner Cable launched *Answers On Demand*, its interactive video tutorial service for digital cable customers on May 15, 2003. Answers On Demand takes advantage of the iControl interactive platform and uses a simple on-screen guide of help topics to illustrate key digital cable features. Since iControl provides users with the ability to pause, fast forward and rewind, viewers can use Answers On Demand to learn at their own pace.

"We have found that our customers want information that is educational, specific and at their fingertips," said Jay Guagliardo, vice presi-

dent of marketing for Time Warner Cable Desert Cities Division. "With Answers On Demand, digital cable subscribers simply use their remote control to access and command a growing selection of video-based tutorials. Customers are able to explore at their own speed, enabling them to get the most out of Time Warner Cable's marquee products."

Part of Time Warner Cable's dedication to providing world-class customer service, Answers On Demand was developed with the intent of increasing customer satisfaction and helping consumers to fully understand digital cable's many features.

Key tutorial topics include: the remote control and its advanced features; use and customization of the program guide; and parental control functions such as blocking programs by rating, blocking complete channels and restricting pay-per-view and on demand purchases. The first of the product-based tutorials detail how customers may get the most out of iControl, Time Warner Cable's interactive platform for offering Movies On Demand, Premium On Demand (SVOD) and Favorites On Demand (free content). In the coming months, the Answers On Demand offering will expand with new topics covering digital

video recorders and other advanced products and services.

Answers On Demand is provided for free—thus allowing customers to watch the tutorials as often as they like. The service is easily found on channel 1099.

*Time Warner Cable owns and manages the most technologically advanced, best-clustered cable television operations in 27 states with more than 90 percent of its 10.9 million customers in systems of 100,000 subscribers or more. It is a division of AOL Time Warner Inc.*

### Businesses Overpay for Equipment Leasing by 20%-30%

For those who have experienced it firsthand, obtaining equipment leasing or financing for a company or business can be frustrating and exasperating. After all is said and done, many who are forced to deal with a maze of paperwork in this confusing process, may not really even know if they have obtained the best terms and conditions available for their particular situation.

For the first time, the cost saving tips and secrets of equipment leasing and financing are about to be made available to the commercial marketplace. That is the intent of Equipment Funding Resources, an independent equipment leasing and financing company founded in 1991. They recently launched their publication's Web site: [www.leasingsecrets.com](http://www.leasingsecrets.com). This coincides with the release of a number of "how to" publications for business owners or decision makers having to do with this process. Tom Tolman, a 25-year-veteran of the equipment leas-

ing and financing industry, is the author of these publications.

"There are many variables that can influence the effective or real rate to a commercial customer on these types of transactions," according to Tolman. As an example, he continues, "An 'Automatic Renewal Clause' in a lease agreement, if not properly recognized and addressed, can effectively add up to 20-30 percent to the overall cost of a lease. It can turn a perceived great deal going in, to a very bad one coming out." The names of these new, cost saving publications are — "Insider's Guide to the Secrets of Equipment Leasing and Financing," "A Technology Lease in Layman's Terms," "An Equipment Lease in Layman's Terms," "Insider's Checklist When Leasing or Financing Equipment, and a free, monthly, online newsletter — "The Equipment Leasing

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### It Takes Two CIO Survey Points to Value of Pairing With a Mentor for Career Success

Getting ahead in information technology (IT) takes more than just the requisite technical skills; it also pays to have someone pulling for you, according to a new survey. Just over half (51 percent) of chief information officers (CIOs) polled said they benefited from having a mentor at some point in their careers. The majority (72 percent) of those who missed out on having a mentor felt it would have been easier to advance if they had an experienced advisor on their side.

The national poll includes responses from more than 1,400 CIOs from a stratified random sample of U.S. companies with 100 or more employees. It was conducted by an independent research firm and developed by Robert Half Technology, a leading provider of information technology professionals on a project and full-time basis. CIOs were asked: "Did you, at any time in your career as an IT professional, have a mentor, either formally or informally?" Fifty-one percent said "yes" and 49

percent responded "no."

Those who responded "yes" were asked: "Which one of the following is the single greatest benefit of having a mentor?" Their responses:

Provides insight into a particular field or industry .....	37%
Serves as a confidant or advisor .....	32%
Provides encouragement and/or boosts morale .....	16%
Provides introductions to key networking contacts .....	11%
Other .....	3%
Don't know/no answer .....	1%
.....	100%

Those who responded "no" were asked, "Do you feel having a mentor would have helped you advance more easily in your career?" Their responses:

Would have helped a great deal .....	28%
--------------------------------------	-----

*continued on page 15*

## IP Telephony Strategy Brings Bottom-Line Benefits

by Phil Castillo

More companies are discovering new pathways to enhanced productivity, customer service and cost savings through Internet protocol telephony, a technology that can help businesses evolve to the next level of communications — while preserving the bottom line.

By merging their disparate voice and data communications networks into a single infrastructure over an IP network, businesses are weaving IP telephony throughout their organization, empowering employees with new capabilities that enhance employee collaboration and fulfill the promise of the virtual workplace.

But even as companies embrace IP telephony, many have delayed their technology investment decisions due to the economic climate. Procrastinating, however, could leave them at a competitive disadvantage when the economy rebounds. Savvy rivals who have equipped their employees with sophisticated IP telephony tools may be miles ahead of those who remain frozen in place.

A strategy available today not only keeps costs in check but also utilizes existing infrastructure. By taking an evolutionary approach to its network, a company can migrate to IP telephony at its own pace.

#### IP Telephony and VoIP

What exactly is IP telephony, and why is it proving to be so important to enterprises large and small? Many executives have heard about voice over IP, which allows phone calls to be made over packet-switched IP data networks.

IP telephony employs VOIP but goes an important step further, enabling reliable voice and data collaboration over an IP network. This opens doors to new types of communications applications and functionality for workers.

For example, with IP telephony, workplace tools such as voice mail, e-mail, faxes and contact databases can be accessed from any device — such as a personal digital assistant or a laptop. Additionally, an employee on the

road or at home can initiate phone calls via a PC or have calls redirected from an office phone to a laptop.

In addition to enhanced access and productivity, IP telephony can contribute to a company's bottom line. New savings can be discovered by merging together IP phone lines and a PC's Ethernet connection or through the transmission of international long distance calls.

For example, in response to significant growth to the company's communications and contact centre needs, Jenny Craig, based in Carlsbad, Calif. recently standardized voice and data communications for 450 weight loss centres located across the U.S. and Canada with Avaya IP Office Solution. The standardization of the network allows Jenny Craig to simplify their administration and support process by enabling the company to manage systems remotely. Additional benefits from simplification are realized by eliminating local PC hubs and excess phone lines.

*continued on page 14*

### Lighting up Wonderland

by John Philip Bachner

"We need to reduce gasoline consumption around here," the Queen's facility manager said, sitting atop his mushroom. "The security patrols refuse to get small vehicles."

"We already have them running on motorized in-line skates," the Cheshire cat whined. "I know what to do," the Mad Hatter cut in, his eyes wide. "Install High-Benefit Lighting."

Amid a chorus of "aha's" and "of course's," the Queen's facility manager cocked his head and raised his arm at the elbow. In the brief silence that followed, he said, to no one in particular, "Make it so. And what of the gross over-consumption of district steam in the Royal Correspondence office?"

"Off with their heats," suggested the Cheshire cat, grinning. "I know what to do," said the Mad Hatter, "install High-Benefit Lighting." More "aha's" and "of course's," of course, and again, "Make it so" from the Queen's own.

"Are all these people crazy?" Al-

ice said conspiratorially to her companion, the White Rabbit. "How do they expect to save gasoline and steam by installing some kind of lighting system?"

Were the White Rabbit to have responded in writing, he most assuredly would have begun by noting that lighting is hardly a system unto itself and, most definitely, its purpose is not to provide light. ("It's NOT?" we can hear Alice asking incredulously.) "Light is just the means to the end," the White Rabbit would have said. And his point would have been well-taken.

Lighting's real purpose is to help people perform visual tasks. The better the "seeing conditions," the better — the faster and more accurately — people can perform those tasks. High-Benefit Lighting is lighting designed to optimize human performance, thus maximizing the return on capital and energy invested. While High-Benefit Lighting systems are always energy-efficient, energy efficiency is somewhat of a secondary concern; a prioritization guided both by financial and procedural issues.

("This is heresy, utter heresy," we can hear Alice exclaim. "And I still can't understand how lighting saves gasoline." But realistically, Alice, just chill. We can do without the interruptions!)

A lighting system that is designed principally to be energy-efficient assumes the system is (conceptually) closed. It's not. Outdoor lighting that is not optimally effective fails to optimize seeing conditions, so it takes security patrols longer to make each tour, consuming more gasoline than necessary. Likewise, more steam must be consumed when people work longer hours in a district heated building, because less-than-optimal seeing conditions cause people to get less done per hour, and/or to make more mistakes, requiring more overtime.

No question about it: Lighting system energy-efficiency is important, but overall efficiency (helping to minimize the combustion of fossil fuels) has to be the target. How much energy was wasted when a well-intentioned facility manager removed half the lamps from a Social Security Ad-

#### Cost-Effective Evolution

After deciding to move to IP telephony, companies should consider a strategy that is cost-effective, practical and evolutionary — so they can retain their existing network infrastructure — including switches, phones and software — and simply migrate to the next level. A company's money is better spent rethinking, rather than reinventing, its entire communications system.

Other guideposts exist to ensure companies are following the right steps in pursuing an IP telephony implementation. Following these tips can help ensure a world-class communications upgrade:

- *Keep it open.* When evolving to an IP telephony network, companies should choose equipment that is interoperable and support an open architecture environment. This enables enterprises to keep their IP telephony infrastructure cost-effective and capable of accepting equipment from a best-of-

*continued on page 14*



## Lighting up Wonderland

continued from page 13

by the average employee to get her or his job done. The employer pays the average employee about \$25,000 per year. Cut the lighting bill by 50 percent; save \$25 per year. Improve productivity by 2 percent; save \$500 per year, the dollar equivalent of a 1000 percent energy reduction.

Nor are these concepts hypothetical: Since its inception 27 years ago, the bureau has been collecting documented case histories of High-Benefit Lighting's high-dollar impacts.

Consider the case of Pennsylvania's Power & Light's N3 drafting room in Allentown, Pa. New lighting resulted in a 7.5 percent productivity boost calculated to save the company more than \$235,000 each year. This

was accompanied by a 76 percent energy cost/consumption cutback worth just over \$3,000 per annum. Had lighting system energy savings been the principal or sole focus, it's doubtful that the utility would have achieved more energy savings, and it's even more doubtful that it would have garnered the productivity benefit, all of which explains why lighting quality should be addressed before lighting system energy consumption.

Other case histories reinforce the point. Better outdoor lighting at the Fairmont Fair Mall (Camillus, NY) attracted more nighttime shoppers, but displaced so much parking lot crime (vandalism, break-ins, etc.) fewer security patrols were needed to achieve even better results than before. Snowplowing proceeded more quickly too, cutting costs further. The top line also benefited. When additional shoppers shopped, sales increased. More sales brought more profits and more retail-

ers. Existing rental income, based on gross sales, increased, and the amount of gross space rented also increased, all of which contributed mightily to higher center resale value. Based on energy savings alone, the retrofit would have taken more than 100 years to pay for itself. Based on overall benefits, payback was achieved in less than 100 days.

Other case histories point out how better lighting reduces highway accidents and resulting emergency vehicle usage, gasoline spills, and so on. How it speeds patrols and plowing. How it can lower insurable costs and exposure to litigation and bad press.

Wonder of wonders: The equipment used to achieve High-Benefit Lighting costs no more than what's used otherwise. The difference in results occurs because the system is designed to achieve specific visual objectives.

It seems strange to say that de-

signing specifically to save energy can actually result in more being wasted than is saved, but it's true. High-Benefit Lighting can reduce the amount of energy needed by all other systems, because they are needed less. Get more details from the National Lighting Bureau. Its Web site is located at [www.nlb.org](http://www.nlb.org), or get in touch directly at [info@nlb.org](mailto:info@nlb.org). (Write to the NLB Communications Office, 8811 Colesville Road, Suite G106, Silver Spring, MD 20910.)

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*John Philip Bachner is a nationally known author and speaker on a variety of office, management, productivity, and profitability issues. His book, "The Guide to Practical Property Management," is published by McGraw-Hill.*

## Businesses Overpay for Equipment Leasing by 20% - 30%

continued from page 12

and Financing Insider's Newsletter."

*Tolman has worked for such companies and institutional lenders as Avis Corporation, U.S. Leasing International and the equipment leasing and*

*financing subsidiary of Hong Kong-Shanghai Bank, HSBC Business Loans. During his career, he has been personally involved in the leasing and financing of more than \$100 million worth of equipment.*

For more information contact: Equipment Funding Resources, 18627 Brookhurst St. #406, Fountain Valley, CA 92708; Voice - 714.963.9109, Fax - 714.963.3599 or e-mail - [info@leasingsecrets.com](mailto:info@leasingsecrets.com).

corporations could have a larger IP telephony appetite serving dozens of national locations and thousands of employees with mobility needs.

• *VoIP versus IP telephony.* Don't confuse the two. VoIP is an all-or-nothing proposition that in some cases may pose reliability risks to communications. IP telephony, however, insures the reliability employees have grown accustomed to and allows companies to target the specific locations that will benefit from IP.

*Phil Castillo is a regional vice president of New Jersey-based Avaya Inc., which builds and manages communications networks.*

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## Just How Are Servers Serving You?

by J. Allen Leinberger

A server?

It could be an altar boy.

It could be a waiter.

According to Ari Kermanikian, it is something entirely different. Kermanikian is a technology specialist manager for the Microsoft Corporation who spoke with us recently about the new Windows Server 2003. The press release said the server, combined with Visual Studio NET 2003 and SQL Server 2000 Enterprise Edition (64-bit), provides "an integrated, interoperable infrastructure that delivers (to) the industry leading performance, scalability and the reliability required to support the budget demands of today's lean I.T. departments."

No doubt, you would like that translated.

Mr. Kermanikian says, "When people use computers they basically use applications on their desktops and those are stand alone programs like word processing and spreadsheets, etc. Then there are applications that people use that are on servers, for example, when people browse Web pages or when people send or receive e-mail. That information is stored in a central location or in some company's 'glass houses.'"

(Glass House is a pet name for the computer business center, usually a temperature-controlled, glass-walled room, rather like the one Bruce Willis trashed in the first "Die Hard" film.)

### It Takes Two

continued from page 12

Would have helped somewhat .. 44%  
Would not have helped at all .... 22%  
Don't know/no answer ..... 6%  
..... 100%

"The technology field is fast-paced and competitive — new hires, regardless of their experience level, must make immediate contributions in their roles," said Katherine Spencer Lee, executive director of Robert Half Technology. "While it's certainly possible to succeed without guidance from a more tenured colleague, having this

"Basically, those applications on the servers are in charge of routing the e-mails and routing the Web pages; managing traffic and accounting data bases and other large data bases. So the servers manage the centralized business aspects of computing."

Kermanikian credits servers, and of course, the Windows Server 2003, with helping companies like Jet Blue to streamline their operations in a very competitive, almost desperate, airline market.

"If you look at businesses today, they're really struggling to do more with less. They want to consolidate servers. They want to get every penny out of their existing technology, and use technology to streamline their businesses."

He also points out that we tend to buy new cell phones, if not cars, more often than we buy new computers.

"The technology is on an upward curve. Look at how fast microprocessing capability is advancing and how fast technology is advancing. Now I can dictate into Microsoft Word or Excel; I can just speak words and have the computer translate that into numbers. I don't really have to type anything. I have a pocket PC phone addition and I can speak someone's name and have it dial that number. A lot of that technology is still evolving and as it's evolving, people want to have those enablers to do their job better and to reach their full potential.

support can make it easier to advance professionally.

"Mentors often serve as sounding boards at critical points in one's career development. They can provide insight on corporate protocol, make introductions to key industry contacts, and give up-and-coming managers an insider's perspective on the business," Lee said.

Michael Hughes, regional manager for Robert Half Technology noted that mentors also benefit from these relationships. "For people who have climbed the corporate ladder, there can be tremendous satisfaction in sharing knowledge and expertise gained along the way with professionals just beginning their careers."

"So, if that comes at a cost of upgrading then it comes at a cost of upgrading."

Meanwhile, he tells me that Microsoft is working to change its terminology into a language that businesses will understand." (I wonder if he read that press release quote at the start of this article.)

As for the new server itself, Microsoft is putting out specific editions for specific jobs. There are companies that have thousands of Web sites and ISPs that they want to serve information. There is also a small business version of the Windows Server 2003 for companies that don't use a lot of servers, like a gallery or a small accounting shop.

It might seem fair to call this a sophisticated networking system, except Microsoft is endeavoring to simplify things and eliminate the sophistication.

"Networking, even wireless networking, has become very prevalent and very easy to install. We've made it very easy for companies that don't have a dedicated I.T. staff. Peo-

ple with a little bit of savvy or people who can work with a consultant or a partner can set one up, get their business on line and provide services like big companies."

Many entrepreneurs have to be their own banker and lawyer and accountant and H.R. as well as their own I.T. For them these servers are ready to set up right out of the box.








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## CORNER ON THE MARKET

## Five Ps to More PR for Small Businesses

by Carol A. Stevenson

How did you hear about Vanilla Coke? Interestingly, in the first few months of Vanilla Coke's debut onto store shelves, Coca-Cola spent no money on advertising. And yet consumers were snatching the product up faster than stores could stock it. How did people even know to look for it? The answer is simple: public relations (PR). Coca-Cola's approach for this new product relied initially on stories placed within the media. Months after the initial launch, Coca-Cola began an advertising campaign. The ads supported the brand name that had already been established through PR.

This illustration drives home what PR is all about — building credibility, enhancing image and increasing awareness through a trustworthy venue. If Coca-Cola turns to PR to sell products and influence public behavior, shouldn't you? To do so, however, you need to look at your business, its products and its people through a PR filter. In other words, what is it about your business that would be worthy of inclusion in a news story?

To help you determine how to get more PR for your business, here are five Ps to guide your PR path:

1. **Press releases.** Appropriate topics for press releases are anything that the media might consider "newsworthy." This could include grand openings, expansions, new hires, new and unique technology, new clients, milestones (i.e., anniversaries, 10,000th customer, record revenues), workshops and awards received or given. Press releases are the best way to reach multiple media outlets at the same time and serve to keep your

company's name on reporters' and editors' radar screens. A word of caution: poorly written or non-newsworthy press releases could be devastating to your PR campaign. If you're unsure of how to format or write an appropriate press release, call on a PR professional to assist you with the process.

2. **Partnerships.** Align yourself or your business with a worthy cause. A Southern California-based coffee roasting company, Newhall Roasting, has adopted leukemia as their cause-of-choice. Because of this affiliation, they have won awards and received tremendous recognition through the media. None of this exposure was purchased. Sponsoring charity events is another way to show community support and garner positive press coverage.

3. **Press people.** We generally prefer to transact business with those whom we know and trust. Reporters and editors are no different. Getting to know the reporters who cover your industry can go a long way toward building the kind of relationships that makes you and your company top-of-mind when a reporter is on a deadline. It will also help to have already established these kinds of relationships should your company be facing a public crisis.

4. **Publish your views/expertise.** Demonstrate you're an expert in the field by writing about it. Nearly all business or trade publications include articles written by your peers (and competitors). There are some simple guidelines for such articles:

- Make it useful to readers (for example, a how-to or "top 10" list).
- Don't be blatantly commercial.
- Must be well written. (Here's a secret — articles that carry the byline of a president or CEO are often written by a professional writer, but contain the CEO's views. Don't feel like you have to do the writing, just be sure that whatever you put your name on accurately reflects your thinking on a given topic.)
- Know your audience.

Getting your article published isn't the end of this effort. Once you've appeared in print, use the credibility of the media to your full advantage by distributing reprints of the article to your current and prospective clients. You can attach a simple memo that tells them you thought they might be interested in this information.

**Public speaking.** Presentations and workshops to audiences that demon-

graphically match that of your clientele (or potential clientele) are a perfect opportunity to demonstrate your expertise, share valuable information and, hopefully, land a few sales. Every organization is looking for good, passionate speakers. Why not you?

If public relations is one of those things that you've been meaning to get around to "when you have time," now is the time to move it to the top of your list. Whether you decide to hire a PR professional or choose to embrace it on your own, the effort likely can pay big dividends. But remember: PR is not a one-time shot; it's an ongoing process that requires patience and takes time — much like building your business. Think Vanilla Coke.

*Carol A. Stevenson is an account executive for Kevin/Ross Public Relations, a Southern California-based PR firm that specializes in enhancing business' image and increasing credibility. She can be reached at 818-597-8453 or carols@kevinross.net.*

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## Bridges to Burn

continued from page 11

don't want to make yourself and them uncomfortable. If that's you, burn that Bridge of Comfort.

Get out of your comfort zone and do something great. No matter which of these bridges you are falling back on, you need to burn them, because they are causing you to fall back. You aren't making any progress toward success: you're only maintaining the status quo.

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certain economy and the resulting low interest investment climate, Canyon National Bank's deposit mix continues to grow, along with a steady increase in our customer base. At the same time, we remain firmly committed to community involvement at all levels of our banking staff," he said.

As a full-service commercial bank,

## Canyon National Bank Reports First Quarter Record Earnings

continued from page 6

"Despite the challenges of an un-

## LAW

## Legal Construction Update

by Daniel Sorenson and Richard Delatorre

On Sept. 20, 2002, Gov. Gray Davis signed Senate Bill 800 that drastically changed the law governing construction defect litigation. The bill is now codified in the California Code of Civil Procedure Sections 910 and following. The purpose of the Bill is to address the housing crisis and the threat of construction defect litigation in new residential projects. It is the Legislature's hope that this litigation will assist in the development of a safe and more affordable housing environment in California.

The new law will encourage rapid and equitable resolution of claims involving defective construction. It does this by establishing minimum performance standards for construction. These standards will address virtually every aspect of construction. Generally speaking, if a building element fails to meet the performance standard, which in some cases can be as long as 10 years, the builder will be strictly liable for these deficiencies.

This new litigation also establishes pre-litigation procedures, which allows the builder an absolute right to repair deficiencies as a prerequisite to the filing of litigation. Should the developer elect to make repairs, these repairs must be made within four months after notice is given to the builder. The developer may elect not to be bound by these legislative constraints at the time of sale, or by electing to "opt out" by failing to maintain the time deadlines. The developer's decision to "opt out" then would become admissible should the situation develop into litigation.

## Minimum Performance Standards

The legislation covers all aspects of the home construction whether or not the condition causes "resulting damage."

While these performance standards were intended to set a clear description of what is and what is not acceptable, the legislation has terms which will require interpreta-

tion by an ultimate fact finder, such as "excessive condensation," and "significant vertical displacement."

## Strict Liability to All Builders

Builders will be under the new standard of strict liability for all new housing construction. Previously, a builder was only held strictly liable for construction for mass-produced houses. Under this new standard, no finding of fault need be determined for the builder to be held responsible for construction deficiencies.

As for the subcontractors, this new legislation would have no effect on the liability standard.

## Changes in the Statute of Limitations for Certain Defects

The overall statute of limitations for latent defects will remain 10 years. However, the legislation has amended the statute of limitations for certain defects. These areas appear to be those which would be readily perceived by a homeowner. The areas are as follows:

1. Plumbing and electrical systems (four years);
2. Cracks in flatscape improvements (four years);
3. Noise transmission into adjacent units (one year);
4. Drainage and irrigation systems (one year);
5. Premature deterioration of fencing (two years);
6. Exterior paint (five years);
7. Landscaping (two years); and
8. Dryer duct systems (two years).

## Warranty Requirements

The legislation also imposes the requirement that such items as cabinets, flooring, interior and exterior walls, and finishes be "fit and finish" and that each builder must provide a one year warranty period.

## Standard for Pre-Trial Voluntary Repair by Builder

Generally, once the builder is on notice of claimed deficiencies, it may make an offer to the homeowner to repair the deficiencies within an approximate three-month time period. Further, the new law requires that repairs must be started as early as 14 days after the builder's offer.

Obviously, the builders will not be doing these repairs themselves but will most likely be calling upon the subcontractors to perform the repairs. Under this new litigation, it is the builder's burden to contact these subcontractors within 28 days after notice of the homeowner's claims of construction deficiencies.

Failure to follow the timeline as outlined by litigation will give the homeowner the immediate right to file suit against the builder. However, by complying with the timeline, the builder has an absolute right to attempt to remediate the claimed deficiencies prior to any litigation being filed.

## Homeowner's Right to Sue

It is the Legislature's hope that once the repairs are made, there will be no reason for the homeowner to bring litigation. Nevertheless, the homeowner is still entitled to file suit after the pre-litigation procedure has been completed.

## Pre-Litigation Disclosures

Under the new litigation, a homeowner has the absolute right to demand copies of plans, specifications and details regarding the construction of the home. This pre-trial discovery apparently only goes one way as the developer is not entitled to conduct pre-litigation discovery regarding subsequent construction modifications which the homeowners may have done to their home or in the manner in which the homeowner has used the home since original construction was completed.

## Close of Escrow Disclosures

The new litigation requires the builder, at the time of close of escrow, to address several issues with each purchaser. These issues are: Whether or not the developer will

provide "enhanced protection agreement," which would be a warranty program above and beyond those requirements specified by this litigation and whether the developer has elected to follow the pre-litigation procedure or whether the builder has no intent to follow the pre-litigation procedure. The escrow documentation will include notice to each homeowner of the builder's election as well as a copy of statutory procedure.

Additionally, at the time of close of escrow, the homeowners are to be provided with maintenance schedules, warranty information, and warranty information that is provided by product manufacturers.

This litigation only applies to homes sold after Jan. 1, 2003. Those in the construction industry should carefully examine this new litigation which may impose standards which exceed those outlined by the Uniform Building Code or local building requirements.

*Richard P. Delatorre, Archer Norris Senior Associate, Corona Office*  
*Richard Delatorre's rich experience contributes to his insurance defense and civil litigation practice. He is an approved arbitrator for the San Bernardino County Superior Courts and serves as Judge Pro Tem in the West Covina and Rancho Cucamonga Superior Courts. He is a member of the San Bernardino County Bar Association. Delatorre received his Juris Doctor from Loyola University Law School in Los Angeles. His undergraduate degree is from Pomona College (part of the Claremont Colleges) where he was a Will C. Silliman Scholar.*

*Daniel D. Sorenson, Archer Norris Associate, Corona Office*  
*Daniel Sorenson represents clients in the practice areas of medical malpractice, construction defect, and personal injury. He earned his Juris Doctor at the Brigham Young University School of Law, the same university from which he received his bachelor degree.*



## MANAGING

## Six Principles for Strategic Leadership Retreats

by Dave Jennings, Ph.D.

Bringing together a group of talented leaders for a strategic retreat is an investment in the success of the organization. When done right, retreats provide a powerful environment to gain alignment, make decisions, and increase commitment. When done wrong, they reduce credibility and increase cynicism.

Highly effective retreats require more than a good location and time to talk. Here are six principles that make a difference:

**1. Define the Purpose**

The most essential ingredient for a successful retreat is a clear purpose. It starts with asking yourself, "What do I really want to gain from the retreat...what do I expect to be different after the retreat?" This may sound simplistic. In fact, many leaders try to shortchange this step with vague statements about getting together to talk. This temptation is deadly. Without a clear purpose in mind, the retreat will yield disappointing results.

Additional questions that create focus include: "What has happened that makes now the time to hold the retreat?" or "What will happen if we do nothing?" The next question is my personal favorite, "What do I not want to happen at the retreat or after the retreat?" When answering this question, leaders often come back to what they are really wanting most from the retreat.

One reason not to do a retreat is to use the retreat as a way to "fix" an individual. This approach can waste the time of team members. Ask yourself before planning any retreat if it is necessary for the group to assemble to solve the problem. Likewise, a retreat shouldn't be used as exercise for pretending to gather input when the decision is already made.

**2. Prepare Yourself**

In addition to gathering data, a leader needs to prepare by getting clear on the role he or she will play at the retreat. Ask yourself, "Am I going to be a participant or the leader of the meeting?... Am I open for feedback or bad news?" By determining the role ahead of time, strategies can be

developed to avoid shutting down communications.

A top killer of strategic retreats is a leader who talks too much. If the leader has the habit of grandstanding or putting down ideas, the retreat is likely to be a waste of time. For critical meetings, a skilled facilitator should be considered to assist in achieving the goals of the retreat. The facilitator can also act as an executive coach in providing skills and reminders to help the leader achieve his or her objectives.

will work together. They set expectations about how everyone gets heard, how disagreements are worked through, and how decisions are made.

To keep the group energized and on task, strategies should be developed to vary participation. Consider providing time for large group and small group interactions as well as one-on-one discussions. Provide time for people to think and write individually about a topic or decision before starting discussions. This process quiets the aggressive talkers and allows others a

to make sure there are commitments and a plan to move forward.

The process should also include time for breaks. Take advantage of the location by having a time for a walk. Breaks not only rejuvenate the mind, they allow the group to think more deeply about strategic topics. And last, remember to have a variety of refreshments to cater to various dietary needs.

**5. Use a Facilitator**

For important meetings, a skilled facilitator is a must. A facilitator encourages participation, keeps communication fair and on track, and makes sure that the decisions are agreed upon. Also, the facilitator will push back and test for reality of decisions and interactions. Typically, the facilitator will also help design the retreat.

A facilitator can come from inside or from outside the company. Inside facilitators have the benefit of familiarity with company issues, politics, and personalities. However, they also have personal biases. It can be harder for an insider to challenge the group or the leader because they are at risk and have to live with the organization after the retreat.

When dealing with major issues, it is worth considering hiring a professional facilitator. The insights, processes, and candid feedback of an external facilitator can yield significant results that outweigh the fees. When possible, consider the combination of an internal and external facilitator.

When selecting a facilitator, be aware that just because someone is a consultant in a particular field does not automatically mean he or she can develop the trust and the interactions needed to make a retreat effective. Seek out someone who understands group dynamics and can provide you examples of how they have dealt with challenging situations.

**6. Follow up on Decisions**

Follow-up should be planned into the overall design of the retreat. Strategic planning should be thought of as a series of retreats or meetings, rather than an event. Before the retreat is over, set a date for team members to

continued on page 48

## CLOSE-UP

## Jonnetta Chambers Proves that Courage, Like Dynamite, May Come in Small Packages

by Georgine Loveland

How this little lady packs all that she does into just 24 hours is beyond me. She is a business coach, author, mentor, co-founder of the Women in Focus Forum, speaker, trainer, wife and mom and so much more.

Born in Los Angeles, Chambers "grew up with people of all types." She attended integrated schools in South Central L.A. and commented that overt, hateful racism really wasn't part of her life. She was aware, of course, of what she calls 'covert racism,' but never felt the brunt of such brutal behavior until she was an adult businesswoman traveling with a male business associate who just happened to be white.

On a trip to Arkansas the two faced a threatening scenario in a restaurant where they dealt with overt, in-your-face racism from, not only white servers, but also black cooks, who waved butcher knives at the pair because they had dinner together.

It was a wakeup call and it brought out the fighting spirit in her. She was horrified that humans of any color or ethnicity could treat each other that way. She resolved to do something about it. And she has, but not with aggression — with teaching, understanding and love. A deeply religious person, Chambers noted that some of the best teachers she remembers in her childhood schools were white. She was raised to believe that everybody is beautiful and her African-American church impressed a highly evolved set of moral values in the little girl. "I attended the black church for morality," she grinned.

Chambers' family, including mom, Bernadine and stepfather Brian Carter provided a loving and supportive atmosphere and her stepfather was "a great dad. He used to say to me, 'I know everything, just ask me!'"

"What can I do to change the way

people treat each other?" she prayed when first blatantly confronted with racial and other types of injustice. "Now, I looked at life here differently and realized that the underlying edge is always about diversity. I was taught that everybody is beautiful; it was like I almost took it for granted.

"What is so different and why is that perceived difference threatening to some people?" Chambers asked penetrating questions. Mother Bernadine told her, understanding her daughter's inner conflict. "You cannot have unforgiveness. Get it out and move on."

Realizing that education was the answer, Chambers started on an extensive educational pathway. She now holds an associate degree in communications from Mt. San Jacinto College; a bachelor of science in business management from the University of Phoenix; a master's in human resource management from the University of Redlands; attended business administration classes at Chaffey College and organizational communications at Cal State San Bernardino and is working on a doctorate in educational leadership and change through the Fielding Institute. Chambers really believes in "walking the walk."

A professional business coach and trainer, she has tailored programs for all types and sizes of businesses. She provides seminars, workshops, whatever may be needed to improve a business and increase communication. "I have to know about the culture of the company. What are the needs and expectations of the employer? I ask them, 'What do you expect to happen? I'm not a quick fix.' I also need to know the results of other trainers the business may have hired. If I suspect a lack of ethics or feel like a smokescreen is in place, I turn the job down."

"I want to make sure that I'm partnering with people who are truly making training a part of their company's ongoing development and



Coach Jonnetta Chambers  
Photo by Georgine Loveland

growth. The management must be committed." Chambers' experience in the corporate world has taught her when to trust someone and when to not give a "rat's petunia."

Jonnetta Chambers has been involved in several women's organizations such as NAFE, the National Association for Female Executives (named Chambers "Mentor of the Year") and is a founding member of the WIF, Women in Focus Forum, a member network of NAFE. The organization supports women in all stages of their lives. The next meeting will be held on June 12 at the Yangtze Family Restaurant in Ontario, from 5:45-8:15 p.m. Call 909-873-5055 for more information.

Chambers has been honored many times for her commitment to improving the lives of women, most recently at the CSW/GEARS Women Who Make a Difference Luncheon in L.A. She is the author of "Success Does Not Come on a Silver Platter," the 71 must-know strategies of 21st century successful people.

Her husband, Larry Chambers and children — Lareece, 7, and Jonnatheine, 5, Loren, 18, and Camille, 17, give this dynamo the love and stability she needs to fulfill her mission and share her philosophy and expertise. These special people and her brothers and sisters provide Chambers with what she terms her "life balance."

Her advice for new trainers:

- You can make a lot of money for the wrong reasons
- Know who you are and what you want to do
- Know whom you are working with

"It's real simple. Our whole life is service. I've got to stick with what I believe in. If you're already there, stop and bless somebody — do something — you're already there, why not?"

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## CORPORATE PROFILE

## Edward Jones Leads Support for Proposed Tax Cuts

The financial service firm Edward Jones is taking a leadership role in supporting the centerpiece of President Bush's proposed economic stimulus package: the elimination of federal taxes on stock dividend income.

Alan Skrainka, the firm's chief market strategist, was among 13 analysts and economists who met April 2 with the president to endorse the tax cut they believe would benefit the economy and stock markets.

"We enthusiastically support the president's job and growth package, and believe it will have a positive impact long-term on the stock market, the economy and Americans' ability to save and invest," Skrainka said during the meeting at the White House. "It will repair one of the worst defects in the tax code... double taxation on dividends."

That double taxation creates distortions in corporate governance and investor behavior, said Barry M. Moore, the firm's investment representative in Corona.

"Current tax policy has created a disincentive to return profits to the rightful owners of the business, the shareholders," Moore said. "Removing double taxation of dividends would help companies build up a more loyal shareholder base and reverse a nearly 40-year trend of corporations de-emphasizing dividends."

Secondly, the tax cut helps address the looming retirement crisis in the United States and clearly addresses the needs of today's retirees, who only receive about 15 percent of all national income, but as recent U.S. Treasury Department statistics indicate, receive about 50 percent of the nation's dividend income.

"We simply have to make it more attractive for people to save and invest. If we don't, people will turn to the federal government for help, placing an even greater long-term burden on Social Security and the budget," Moore said.

Additionally, the bull market in bonds that has driven interest rates to 40-year lows has negatively impacted investors who are living longer in retirement and using investment income to pay bills using short-term savings

vehicles like Certificates of Deposit or money market accounts and bonds.

Moore said that too many investors today have lost sight of the benefits of owning quality companies for the long-term and would rather focus on the quick trade.

"Quality stocks that pay dividends typically hold their value better when the stock market declines," Moore said. "This proposal will help focus investors on relatively more dependable investments such as stocks that increase dividends on a regular basis, and the mutual funds that own them, rather than speculative investments that cannot afford to pay dividends."

Critical to restoring confidence to the financial markets and the economy, this proposal would help investors keep more of what they earn, which in turn motivates them to save and invest. Thus the benefits of the plan clearly outweigh its costs, Moore said.

"A rising stock market will help lift federal revenues by increasing the incentive to take capital gains and exercise stock options," said Moore, "which could more than offset the short-term loss of any tax revenue. A rising stock market will lead to more improved confidence, and therefore greater business and capital spending."

#### Firm Information and Statistics

Edward Jones, headquartered in St. Louis, is one of the nation's most convenient suppliers of financial products for individual investors and small business owners. It is, however, the only firm to serve individual investors exclusively. The firm has nearly 6,000,000 clients.

With more than 8,800 offices throughout the United States and through its affiliates, in Canada and the United Kingdom, Edward Jones has more offices than any other brokerage firm in the country. In 1980, the number of offices totaled 304. In 1994, the firm's Canadian affiliate, Edward Jones Canada, opened its first office. Today, there are more than 500 Canadian offices.

In the spring of 1998, the company ventured into the United Kingdom, opening eight offices as Edward Jones Ltd. This year, the company has more than 100 locations in the U.K.

The organization's philosophy is that service to the individual is of utmost importance. Its more than 9,000 investment representatives provide this personal brand of service by discussing their clients' individual investment needs on a one-on-one basis. Having cultivated a previously untapped market of individual investors, Edward Jones representatives provide long-term investment opportunities that include a broad mix of municipal, government, and corporate bonds; mutual funds; common stocks; and tax-advantaged securities.

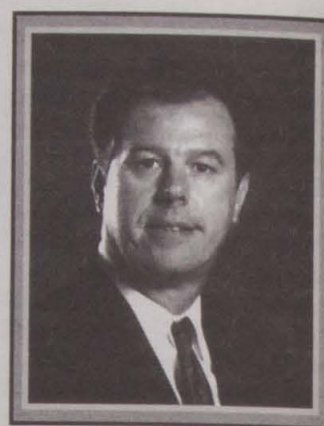
One of these dedicated reps is Barry M. Moore, whose personal philosophy matches that of his company. Moore, who hails from a town south of Cleveland, Ohio, earned his business degree from the University of New Mexico in Albuquerque. Following his graduation, Moore went right to work for Aetna in Dallas, Texas. While working for Aetna, Moore met his wife, Patty.

Traveling and commuting was becoming tiresome after a while, especially with a growing family. The Moores lived in Houston, Phoenix, Denver, and finally were sent to Southern California.

He took a position with Allianz North America in the Firemen Fund Division and the family arrived in Novato, the company's headquarters, in Marin County on Thanksgiving. "Boom," he said, "the raindrops started and didn't stop for months. And, when it stopped, there was no more rain for another five or six months, and you can take that to the bank!" They were there for more than six years.

The move to Riverside County was welcome for many reasons besides the much better weather. He had earned his MBA at Chapman University along the way and was now ready to stay in one spot and raise his family. Edward Jones is this friendly and affable man's kind of company which values the "shoe leather marketing approach" Moore is comfortable with.

"It is a perfect fit," he noted. "I can set up a business model with company support and work face-to-face with members of my community



Barry Moore

to help them achieve their personal financial goals and objectives."

Moore is not the type of advisor who forgets about his clients. He monitors their portfolios like a mother hen, keeping track of the fluctuations in the financial world and recommending changes and adjustments regularly, as warranted. "I sit down with my clients and find out what their situations are and what their objectives are; their tolerance for risk and their long-term objectives. It is a common sense approach. I try to educate the investors and reinforce the basics, such as investing systematically, regardless of the dollar amount involved. This approach makes people more comfortable, which makes me happier, too."

He is an active member of the Rotary Club in Corona and the Corona and Norco Chambers of Commerce.

Edward Jones is so dedicated to the knocking on your neighbor's door approach that the company made a corporate decision not to use e-mail, feeling that direction would lessen the result of the personal one-on-one philosophy upon which the company was founded, many years ago.

The firm was founded more than a century ago, in 1871, as the bond house of Whitaker & Co. In 1922, Edward D. Jones Sr., founded the St. Louis brokerage house of Edward Jones, which merged with Whitaker in 1943. After working in rural territory in Missouri and Illinois, Ted Jones, the son of the founder, positioned the

*continued on page 35*

## SECOND PAGE ONE

## City of Ontario and Senior Community Celebrate Grand Opening of Mountain View Senior Apartments

The City of Ontario and the local senior community celebrated one of the city's most recent neighborhood revitalization projects recently, with the grand opening of the new Mountain View Senior Apartments. The event at the 86-unit, affordable senior housing apartment complex located at 511 North Palmetto near Mountain Avenue, was hosted by the City of Ontario, Simpson Housing Solutions, LLC, and the Foundation for Affordable Housing II, Inc.

"With construction complete and the first residents moved in, seniors age 55 and up are now calling the Mountain View Apartments home," explained Ontario Mayor Gary Ovitt. "Consistent with our city council's goal to focus resources in Ontario's residential neighborhoods, the project is another dynamic component of our neighborhood revitalization along the

Mountain Avenue corridor. Just as exciting is the fact that it addresses the need for additional, high-quality, af-

fordable housing for seniors in our community."

Situated on nearly three acres, the

Mountain View complex includes 70 one-bedroom and 16 two-bedroom apartment units with craftsman style architecture, security fencing, a community center, pool and spa.

"In an intense 2001 competition for State of California Tax Credit to develop more affordable housing, the Ontario Housing Investors, LP, in cooperation with Simpson Housing Solutions, LLC, the Foundation for Affordable Housing II, Inc., and the City of Ontario Housing and Neighborhood Revitalization Agency secured nearly \$5.7 million in funding for the Mountain View Senior Apartment Project," said Brent Schultz, housing and neighborhood revitalization director for the city. "Primary funding for the project's development and construction was made possible by the award."

*continued on page 34*



Ontario civic and business leaders joined with the developers to celebrate the recent grand opening of Mountain View Senior Apartments on Mountain Avenue. All 86 units are set aside for low-income seniors

## Academia May Lose Valuable Patent Defense

by John W. Holcomb

The "experimental use defense" can immunize a university or non-profit institution from liability from patent infringement, or at least that is what most patent lawyers believed for the past 190 years. Now that venerable doctrine has been gutted by a federal appeals court, and the United States Supreme Court may decide its continued viability within the next few months.

When a university or non-profit institution is accused of patent infringement, one defense that it may raise is the so-called "experimental use defense." In essence, the university or nonprofit alleges that it is not liable to the patent owner, even though the university or non-profit is practicing the invention claimed in the patent, because its use is merely "experimental" or for purely research purposes. In other words, the university or non-profit argues that its prac-

tice of the patented invention is not intended for commercial exploitation so it should not have to pay the patent owner any damages or royalties.

The current confusion over the "experimental use defense" arises from conflicting decisions regarding Duke University's assertion of that defense in a patent infringement case filed by one of its former faculty members. Professor John Madey managed the free electron laser lab at Duke from 1989 to 1997. Prof. Madey is also the owner of several patents relating to laser technology. A dispute arose regarding Prof. Madey's management of Duke's laser lab, which caused him to resign from the Duke faculty in 1998 and accept a position with the University of Hawaii.

However, Duke continued to operate the laser lab which contains equipment embodying the inventions

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## Winter Advertising Agency Adds to Acclaim for Quality and Creativity With Recent Design

Multiple Gold and Silver Awards plus Best of Show were bestowed by Inland Empire Ad Club in American Advertising Federation Addy® Awards annual competition.

Winter Advertising Agency, a Temecula-based, full-service advertising agency added to its extraordinary reputation for quality and creativity in advertising with recent recognition by the Inland Empire Ad Club (IEAC) in the American Advertising Federation Addy® Awards annual competition. The agency was honored with two Gold Addy® Awards, three Silver Addy® Awards and a 'Best of Show.'

Capturing both a coveted Gold Addy® Award and the "Best of Show" in the Web site/multimedia category for Winter Advertising Agency was the Mission Inn Web site. The com-

pelling site invites viewers to discover and explore the National Historic Landmark hotel and includes comprehensive, well-organized information on room packages, restaurants, weddings, meetings and more. The Historic Mission Inn in Riverside has utilized award-winning solutions from Winter Advertising Agency since 1996. The award-winning Web site is online at [www.missioninn.com](http://www.missioninn.com).

Also capturing a coveted Gold Addy® Award for self-promotion was Winter Advertising's own Web site at [www.winteradagency.com](http://www.winteradagency.com). The dynamic site features the agency's portfolio, corporate identity systems, advertising campaigns, Web sites and awards. Corporate identity systems

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## EDUCATION

## Ancestral Language Revitalization Efforts Complete Successful First Year

Scholars at the University of California, Riverside, and cultural leaders of the Pechanga Band of Luiseño Mission Indians are celebrating the completion of the first year of an ambitious effort to teach tribal members their ancestral language. The work is paying off.

Last week, Native Americans from Northern California visited UC Riverside to observe the Takic Language Revitalization Project in action at the Pechanga Tribal Headquarters near Temecula. They watched children learn Luiseño, one of approximately 100 tribal languages native to California. Half of those languages are now nearly extinct.

The Native American Languages Protection Act was approved by Congress in the early 1990s, and there is now a movement to provide additional funding to help revive many of the endangered native languages across the nation. That could help efforts like the one at Pechanga.

The people who observed the language program were from the Paiute Tribe in Bishop, the Tule River Reservation near Visalia and representatives of the Numa Yadoha Program in Bishop. They spent a week at UCR Extension learning teaching techniques that

can help in their own efforts to revitalize their native languages.

"I really liked seeing the program," said Carrie Franco, who is learning the Yowlumni language on the Tule River reservation, home to 13 different native tribes. She is studying her ancestral language in order to pass it down to her children and grandchildren. Her cousin, Lucy Rodilez, said she enjoyed watching children at Pechanga sing and understand Luiseño.

The Tule River reservation covers 56,000 acres, including towering redwood trees and elevations of 7,000 feet. Since there are 13 different tribes on the reservation, issues of language revitalization get complicated.

Margaret Valdez, who lives on the Tule River reservation, said her father is Mexican, her mother is Yowlumni, and her husband was Navajo. "I have five children and they all understand Yowlumni," she said. She has started to teach her grandchildren. When a language dies, she said, so does the culture.

This is the theory that revitalized the effort to launch Luiseño, according to Gary DuBois, director of Pechanga Cultural Resources. "With the death of ancestral languages, the process of comprehending one's own

history and describing the landscape is changed. It becomes impossible to transmit fundamental cultural ways of knowing across the generations."

The first year of the program has gone well, he said last week, in fact better than he expected. "We are concentrating our efforts on the preschool program, and we have waiting lists of Pechanga children who would like to attend the preschool." Recently, said DuBois, the tribe approved a kindergarten program to start this fall. The adult classes are geared to support the preschool. "It helps family members and tribal members keep up with the children," said DuBois.

Sheila Dwight, director of International Education Programs at UCR Extension, helped assemble a team of linguists to work on the project. And she hosted the group touring the Riverside County language programs this week.

The lead linguist for the project is Eric Elliot, who is uniquely qualified for the task. A southern California native, Elliot spent five years documenting the endangered Luiseño language, working closely with Villiana Hyde, native speaker of the Rincon dialect of Luiseño. His doctoral dissertation at UC San Diego was a 1,700-page bilin-

gual English-Luiseño/Luiseño-English dictionary, the result of 13 years of research. For the past 11 years, he has documented the Mountain Cahuilla dialect of Cahuilla, and the Serrano language spoken by one remaining native speaker residing at the Morongo Reservation of Riverside County.

Joel Martin, Rupert Costo Chair of American Indian Affairs at UCR, helped put all of the parties together. His goal has always been to design a program that could be used as a model nationwide.

"We're on our way now," Martin said. "The children are learning so well and the teachers are doing so well. It is very heartening to see how far we've come."

*This effort is connected to UCR's proposed Center for California Native Nations, which will help facilitate innovative educational partnerships, coordinate important research related to Native Americans, and share the best practices. A new Web site at UC Riverside that offers curriculum ideas for language revitalization, free magazines for children and other resources, is available at [www.americanindian.ucr.edu](http://www.americanindian.ucr.edu).*

## San Manuel Band of Mission Indians Donates \$3 Million to Local University

### Gift Represents Largest Donation Ever to CSUSB

The San Manuel Band of Mission Indians has announced a donation of \$3 million to California State University, San Bernardino. As a result of the generous donation, the newly renovated and expanded student union will be named in honor of tribal leader Santos Manuel.

"With this donation we are laying the foundation for the tribe's legacy as an educational leader within the Inland Empire," said Deron Marquez, chairman of the San Manuel Band of Mission Indians. "We hope that the Santos Manuel Student Union will be the center for the university's commu-

nity-building efforts."

This donation is the largest single gift ever received by California State University, San Bernardino at its main campus and represents the largest gift from an American Indian tribe to a California State University. The \$3 million gift will expand the university's Cross Cultural Center, help develop a diversity program and scholarship endowments, and develop an internship program.

"We're extremely appreciative of the San Manuel Band of Mission Indians and their understanding of the importance of higher education in the

Inland Empire and at California State University, San Bernardino," said Albert Karnig, president of California State University, San Bernardino. "We owe considerable gratitude to Deron Marquez, San Manuel Band of Mission Indian's tribal chairman and tribe for developing new ways for us to work together and John Futch, who directs our Cross Cultural Center.

The overall expansion project will double the size of the existing student union, providing larger dining areas with more restaurant choices; more office space for student clubs and organizations; additional space for the

Cross Cultural Center, Women's Resource Center and Adult Re-Entry Center; and a 200-seat theater for films, concerts and speakers.

Of the total grant, \$1 million will go toward the expansion construction of the Cross Cultural Center at the student union. Another \$1 million will be used to establish a diversity program endowment to fund annual operational programs for the Cross Cultural Center, Women's Resource Center and Adult Re-entry Center. The remaining funds will be used to establish an en-

*continued on page 33*

## GETTING ORGANIZED

## The Power is in the Process

by Pam Mitchell

When an organization or a team decides that they want to improve their efficiency, what usually happens first? Most groups call a meeting! We have all been there. Someone says, "Hey, we need to cut costs," or "speed up production," or "reduce defects," etc. Then, the ideas start to flow. But we all know how these meetings go.

One idea leads to the next. The conversation jumps around like a scattered cocktail party conversation. It becomes difficult to know which idea the group should evaluate first. Everyone in the meeting views reality from his or her own perspective. Each person makes a case for his or her own pet project.

What is the typical outcome of these meetings? Through no fault of the people in the meeting, most close with few decisions and a lot of ideas that will never be implemented. The problem is NOT the people, it IS the process. Brainstorming has its applications, but this is not one of them! It is too scattered. It would be like asking 10 people to cut your lawn with a pair of scissors. The tool is too small. Each person has a different starting point, and you will likely miss a lot of ground.

When teams or organizations want to improve the way they accomplish a task, the first step is to create a picture of reality. Think about any problem you have ever worked with other people to solve. The biggest roadblock is generally differing viewpoints of the problem or its cause.

Process Mapping is an effective starting point, because it provides a consistent, organized way to define reality. A process map is a flow chart that shows each task in a process and who completes that task. The benefits are:

- It provides a visual.
- It helps people understand what happens upstream and downstream from their part of the process.
- Data is contained in manageable buckets so that groups can solve issues one at a time.
- The cost of waste is calculated, so groups can identify the low hanging fruit.

Several high performance retailers have used process mapping to determine how to reduce the cost of their new store openings. Streamlining operations has been critical to high performance retailers as the total retail square footage per U.S. resident has increased 53 percent in the last two decades.

The retailers who will thrive are on the lookout for ways to become more competitive without reducing value. Is your industry facing similar challenges? Let's look at how they do it and the results that can be achieved.

### How to Create a Process Map

The process mapping team includes representatives from each group or department responsible for making a new store opening happen (or substitute your process). Make sure each team member is experienced enough to have a thorough understanding of their portion of the process. Team members who have cross-trained in other functions are particularly valuable.

The first step is to choose a starting and an ending point. In this case, the starting point is building turnover from the general contractor. The ending point is the store's grand opening. In between the two are all the tasks necessary to open the store, including such things as: ordering and installing fixtures, setting up electrical and phone lines, ordering and installing signage and setting the merchandise. Below is a small excerpt from one retailer's process map. For an entire new store opening process, a flow chart may have as many as 500 entries.

Each horizontal row represents a department. In this example, the department names were shortened to PA, VM, DVM, etc. Each column represents a time bucket. The time bucket here is one week. The time buckets change over to days closer to the store opening date. In this case, time is counted down to an event. So "12 weeks" represents the amount of time until grand opening. The team's task is to fill in every detail between those two points and to create a "flow" of activity.

As you begin, ensure the participants that nothing they are doing to-

day is wrong. There is no blame or "why is?" only "what is?" and "how can we change?" Since the purpose of the process is to change it, there is no reason to defend the status quo. Prior to the process mapping session, the facilitator should gain assurances directly from executive management that no one will lose their job for improving a process. Executive management should further assure the team that improving the process does not mean that they were failing before. Begin by taping large pieces of paper to the walls. Each person should write single tasks on post-it notes. The facilitator starts the group off by asking what happens first, and who does it. The facilitator puts the post-it note on the row and column based on who completes the task and when.

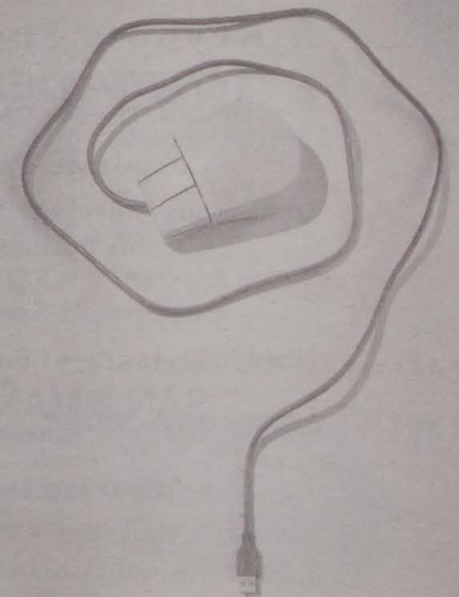
Post-it notes are the best medium for this task, because filling in the middle is a messy process. As the team watches the action unfold, it will

trigger ideas that they missed the first time through. The objective is not to be orderly and sequential, but to make sure that all tasks are represented on the flow chart. The facilitator will pull it all together in a computerized flow chart after the meeting.

The facilitator should probe deeper with questions like, "What happens when...? What happens if...? Who needs that information?" Remember that everyone is accustomed to working in their own small niche, so the rest of this information will be new to them. I often hear people say, "Wow! I never knew so many people depended on my report!" Perhaps, after this process, those people will pay more attention to keeping the updates accurate and timely!

After all the tasks are filled in, it is the facilitator's job to link those tasks together with arrows completing

*continued on page 42*



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## IN THE INTEREST OF WOMEN

## 2003 Women &amp; Business Overview

by Georgine Loveland

Our annual Women & Business Expo was held this year in the striking Ontario Convention Center on May 16.

This is always a very special day

for the staff of the Inland Empire Business Journal and all our generous sponsors who make the event possible.

Hundreds of women entrepreneurs, speakers and guests look forward to the networking and educational opportunities offered. The shop-

ping is good, too! We have vendors of jewelry, cosmetics, insoles that heal tired, aching feet, spa products for tired, aching "bods," and very important, in my opinion, are those who set up their booths and share information. The subjects are varied, and everyone

leaves the vendors' space with packets of info (and a new supply of pens, etc.). Why, one can even order a new Toyota (one of our sponsors).

And the speakers! — from the spellbinding keynotes: Heather Mills McCartney, Jackie Kallen and Susan McDougal to the 12 featured and session speakers, the day was filled with sharing. Experts such as: inspirational speaker, author and "Coach to the Stars," Bill Mayer; professional storyteller and coach, Diane F. Wyzga, RN, JD; behavior and values analyst, the vivacious Susan Clarke; counselor, consultant and author, Eileen Han-negan; life skills consultant and international radio personality, Rita "RJ" Jackson, and broadcaster and author, Nanci McGraw.

In addition: coach, family business consultant and entrepreneur, Mark Mitchell; international speaker and expert motivator, Rhoberta Shaler, Ph.D.; vice president in Citizens Business Bank's Wealth Management Group, Carolyn Cox; residential program director of the I Care Shelter Home in Riverside, S. Terri White De-Bord; eldercare awareness and reform advocate, Jacqueline Marcell, and attorney, Greta D. Sonnier, Esq., a specialist in family and civil law.

And now to the three keynote speakers — gracious survivors who each shared what must have been exquisitely painful experiences to remember about their lives, thereby shining a light on our own and giving us hope ... Heather Mills McCartney, Susan McDougal and Jackie Kallen.

Susan McDougal stuck to her guns and stayed in prison instead of speaking out and possibly implicating others during the Clinton administration when she faced federal prosecutors who represented Counsel Kenneth Starr. She shared her experiences, also, as a woman in prison; the fear she first experienced when the cell door shut behind her and the kindness and understanding shown by other prisoners, many of whom could not read. She read to them. She now speaks for those incarcerated women who cannot speak for themselves.

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**The Women & Business Expo wishes to express its heartfelt thanks to the sponsors of this annual event, without whose support the Expo would not exist.**

**Every year, enterprising entrepreneurs and vendors anticipate the networking and business opportunities the Expo affords. In addition, outstanding keynote and session speakers share their knowledge and life experiences with the Expo's participants.**

**Thank you sponsors, for making this special day possible!**

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## IN THE INTEREST OF WOMEN

## 2003 Women &amp; Business Overview

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Jackie Kallen fought her way up through a "man's world" and became

the world's most successful female boxing manager. Her story is the inspiration for the soon-to-be-released film, "Against the Ropes," starring Meg Ryan. Kallen is also the author of the self-help book, "Hit Me With Your Best Shot: a Fight Plan for Dealing with All of Life's Hard Knocks." "Ask for what you want," Kallen advises. "Don't back down; stare it down; learn to negoti-

ate. Everything in life is negotiable."

And, speaking of "hard knocks," Heather Mills McCartney surely has a story to tell. The victim of an abusive

and strange father and a "trophy" mother, Mills was forced to leave home after her mother ran away with an actor who had convinced the family he was her doctor and her father landed in prison for debts owed. At one time, she sheltered in a large "nappy" (diaper) carton under the Waterloo Arches. She went on to become a successful marketing professional and famous



Heather Mills McCartney and Cliff Cummings, owner of Toyota of So. California in San Bernardino



Susan McDougal, Ingrid Anthony (IEBJ's Managing Editor), Heather Mills and Jackie Kallen

model. The accident that cost Mills half of her leg also spurred her to work to not only improve, but to design prostheses that would fit comfortably (many cause pain and infection), and look natural. Her counseling of victims and her tireless fund-

raising to rid the earth of landmines, earned Mills a 1996 Nobel Peace Prize nomination.

May 16, 2003 was a spectacular day indeed. Heartfelt thanks to all who participated.



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## IN THE INTEREST OF WOMEN

# Taking Your Fast-Growing Business to the Next Level: A Check List for Women Business Owners

by Geri Stengel, Co-Founder, Women's Leadership Exchange

For entrepreneurs, the reward of years of hard work and perseverance is often seeing their small businesses jump to the next level. But for many ambitious business owners, revenues stagnate and dreams of growth go unfulfilled.

The reality is that many businesses stall at around the \$1 to \$5 million sales level. Because their owners, partners and executives are still running these businesses as if they were start-ups, fast growth companies begin to face serious glitches. Women business owners, in particular, have an especially tough time taking their business to the next stage. While trying to find balance between family and business lives, they are left with little time to get the skills and connections.

Once your business is on the fast growth track, it's important to start del-

egating, putting together a team of trusted advisors and network as often as you can with others in your league. Here's a quick checklist to help you succeed:

- **Stop micro managing.** You no longer have the time to "do it all." Start delegating responsibility and communicating critical information to experienced executives.
- **Build a strong support team.** Don't rely on one advisor. As a larger company, you'll need a stable of advisors, including lawyers, accountants, peers and advisory boards.
- **Take control of your finances.** Companies poised for growth know when to get outside money, what type of money to get, where to get it from and how the process works. If you're unsure, ask your advisors to guide you.

- **Grow strategically.** Be more strategic in how you continue to build your company, not just growing organically but also growing through joint ventures and acquisitions.

- **Network** — formally and informally — with owners of like-sized businesses. Attend conferences and seminars where you can exchange ideas and concerns with other executives of fast-growing companies. Get involved in attending events like Women's Leadership Exchange, which links leading women business executives year-round, via conferences, a Web site ([www.womensleadershipexchange.com](http://www.womensleadershipexchange.com)), a customized e-newsletter and quarterly networking events.

- **Think outside the box.** You're

setting yourself up for failure if you only stay internally focused on your own financial performance, operations and sales. Regularly evaluate the impact of external factors on your business, such as the competition and marketplace trends.

- **Have clarity of purpose.** Know what your company stands for (your mission) and leverage it with customers and vendors as well as when you are developing product/service extensions.

- **Balance your balance sheet.** At this stage of the game, it is critical that you keep a close eye on money coming in and going out of your business. But look beyond cash flow — companies poised for growth know their

*continued on page 34*

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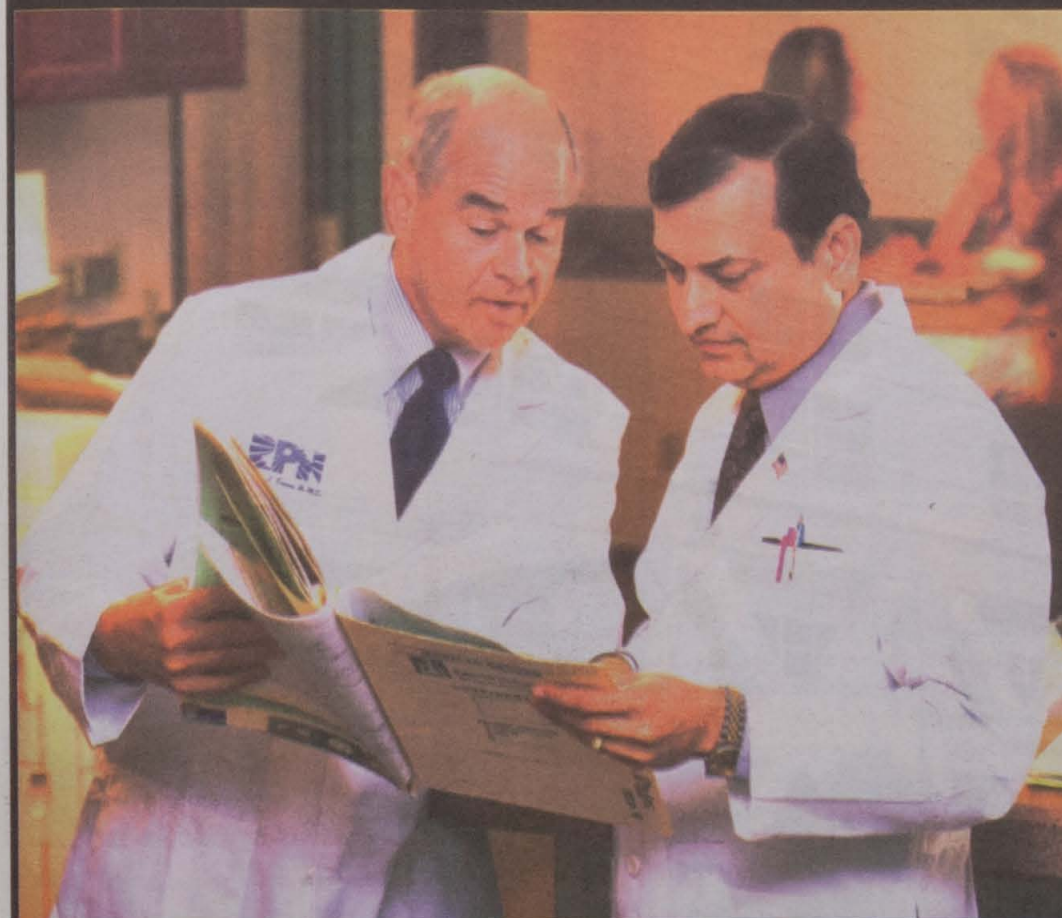
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**RIVERSIDE PHYSICIAN NETWORK**  
"Our Focus is on You"

EXCEED, a division of Valley Resource Center, announces the opening of their new 52,000-sq.-ft. vocational training facility in Perris.

EXCEED is a 24-year-old California nonprofit organization which annually provides advocacy, educational, vocational, and life skills training services to more than 600 persons with developmental disabilities in Riverside County and portions of San Bernardino County.

The new vocational training facility will accommodate up to 200 trainees and is located at 2050 Trumble Rd., Perris, (just east of the Hwy 74 E exit off the 215). The new work activity center provides vocational training for persons who wish to acquire marketable work skills. EXCEED supports and trains clients who have a variety of developmental disabilities, such as cerebral palsy, Down's syndrome, mental retardation, epilepsy, or autism. The agency's goal is to empower persons so they can reach their maximum potential and become a part of the normalized living and working patterns of society.

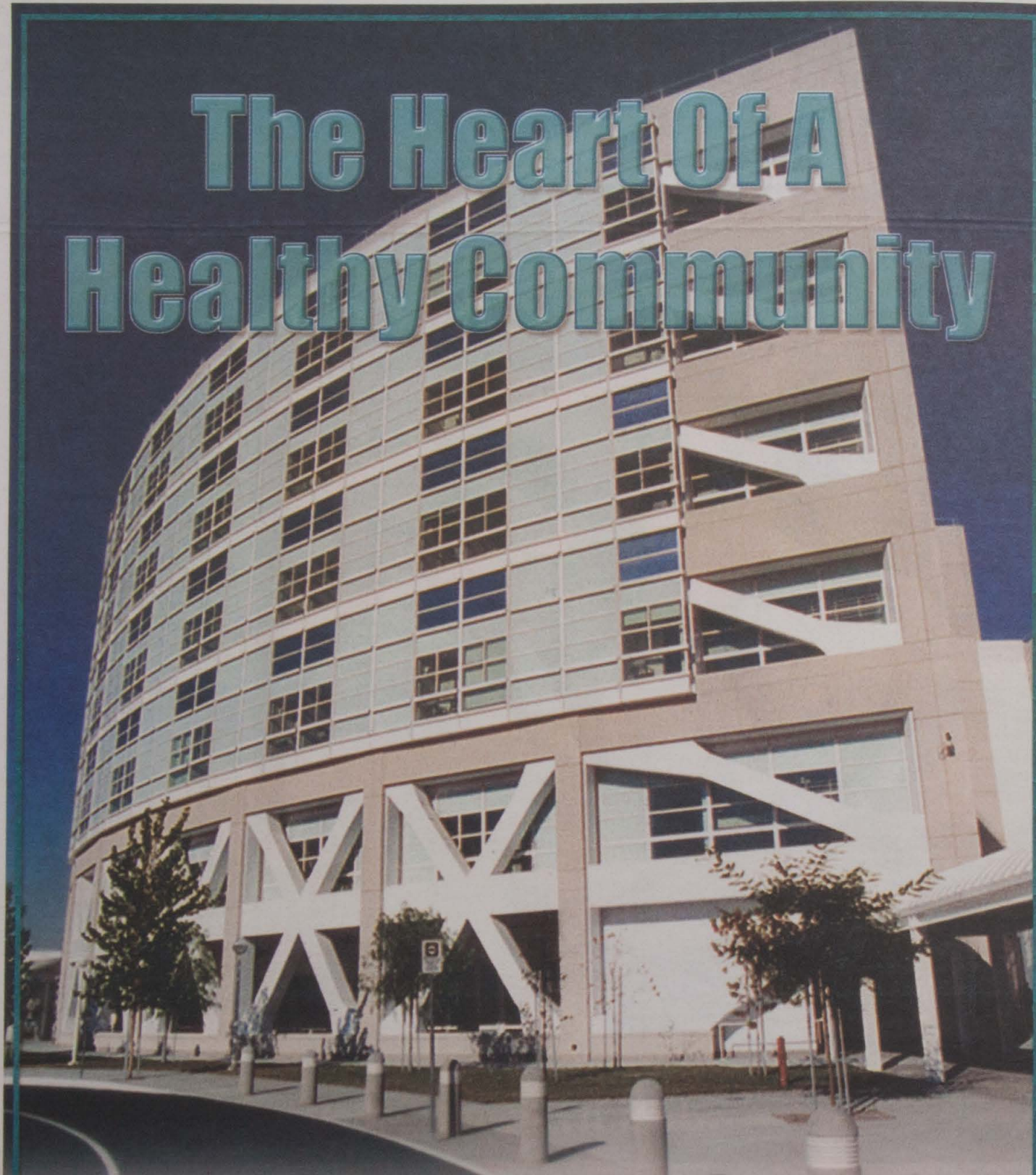
EXCEED provides contracted services to a variety of companies such as: Bradshaw International, FFF Enterprises, Genlyte Manufacturing, Milgard Manufacturing, BriteVision Media, Master-Halco Fencing, and Scott-Foresman as well as the cities of Perris and Hemet. In fulfillment of these contracts, clients have the opportunity to work in a variety of capacities, including packaging, assembly, labeling, light manufacturing and mailers.

The new building will greatly increase productivity since, in the prior location on Perris Blvd., due to space shortage, job supplies had to be stored each night in the workspace and had to be manually moved into the park-

*continues on page 33*



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MDS 1000399 08/02

## WHAT IS STRESS?

by Carolyn Smith

Take just a minute to think about that. You probably chose one of the "top 10" stressors: death of a spouse, divorce, separation, jail, death of a family member, injury or illness, marriage, loss of a job, marriage reconciliation, and retirement. You'll notice that some of those things are happy events.

All these events are things that can cause people to be stressed, but, by themselves they are not stress. Some people thrive in all the situations mentioned above. We all have an Aunt Bessie that kicks in during an emergency to take care of everything, and that is her time to shine. She's better during the time everyone else is stressed out than at any other time in her life.

Imagine you're walking down a dark street and you see a man leaning in a doorway, breathing heavily. You pull out your pepper spray, cross the street and never take your eyes off him until you get in the car. By the time you get home to tell your family about it, the guy was 12 feet tall with big teeth, a chainsaw in one hand and an ax in the other and he chased you six blocks and the hook is still hanging in the car door!!!

I walk down the same street and see the same man. I realize he's having a heart attack and rush to his aid, calling 911 and give him CPR, thereby saving the life of Bill Gates and I never have to work again!

Stress is a physiological reaction to a perceived external event. Perception is everything. How you perceive the external event will determine how much stress you feel about that event. Stress doesn't occur out there in the big bad world. It occurs inside you (at

the real center of the universe!), and is your personal reaction to what happens in your life. Everyone responds to life in a unique way. Some people can't bear to leave the house, some can't stand food, some must have a certain object with them at all times, and some have to be actually engaged in a battle for their life before they feel any stress at all.

Caveman Ogg is strolling down the path when he notices a tiger behind the bush. The human body is a wondrous design and has a plan for exactly this situation. Ogg's brain pumps a load of hormones into his bloodstream which causes his heart rate to accelerate, his breathing to become shallow, his circulation to slow as his blood supply goes to protect his internal organs, his metabolism and digestion stops, and he becomes hyper-alert. Of course, all this happens in an instant and Ogg has run far away before you finish reading this paragraph. If, in fact, he is able to outrun the tiger, he does a happy dance and goes merrily on his way. The running away and dancing burn off the "chemicals" his brain dumped on him, allowing the fight/flight/freeze response.

The next day Ogg is strolling the same path and he sees the same tiger behind the same bush. His brain has the exact same reaction, dumping chemicals into his blood and Ogg grabs his pointy stick and prepares to battle the tiger. (Ogg doesn't have a lot to offer the gene pool.) The ensuing fight and the tiger's digestive process burn up the chemical in Ogg's blood.

The next day Ogg's son is strolling the same path and sees the same tiger behind the same bush. (There's that

gene pool at work!) Oggel's brain dumps the same chemical load into his bloodstream, but, being neither fast nor brave, Oggel faints dead away. The tiger sniffs poor Oggel and doesn't think – "He was alive 10 seconds ago and that makes him fast food," he thinks Oggel is dead and goes in search of a better lunch. Here's where the animal kingdom has an advantage over humans. If you watch a video of an animal in Oggel's situation, you'll see that after the tiger goes away the prey has a seizure: convulsions, legs flailing, bleating and screaming. The seizure burns off the chemical load in its bloodstream.

A couple of years later you are driving the freeway and, Ogg's descendant, Mr. Ogg, driving his SUV the size of Nebraska pushes into the four feet of space you've left between you and the car in front of you. Your brain dumps the same chemicals into your bloodstream enabling the same fight/flight/freeze response.

If you're smart (after you get your car under control) you will scream and pound the wheel and make rude gestures and call rude names and threaten to track down the guy's whole family and give them a good spanking; that would burn off the chemicals. But what probably happens is you drive on to work, fuming, and when you get there you tell Wanda in accounting all about it over coffee. Unfortunately, that's too little, too late, and those chemicals stay in your body.

Your body is designed to accommodate acute stress, like tigers and SUVs, and a little of this kind of stress is actually good for you. Your body responds exactly like it is supposed to

and protects you in emergencies.

Chronic stress is another matter. The designs calls for that burning off period. If you don't get rid of the nasty chemicals they start causing problems. Remember, these chemicals are designed to speed up your heart, slow your breathing and stop your metabolism. They go on doing their job even if you don't need them. They also cause those little knots in your neck and between your shoulders that you don't notice until you can't turn your head.

Chronic stress contributes to every disease and medical condition we deal with every day. If you have a cold, you'll have it longer; if you break your arm, it will heal slower; if you get cancer, you will have it longer, will respond to treatments with less success, and recovery will be slower.

Chronic stress depresses your immune system, and if you don't treat the stress, you certainly will end up treating some other condition that your body can't handle because it's too busy fighting off tigers.

There are many choices for managing stress: meditation, exercise, massage, laughter. Basically, anything that works for you; anything that gives you some time for yourself and some relief from tigers. I urge you to get a plan for dealing with the stress in your life and stick to it. Take an hour for you once in a while now, or take a few months to recover from your heart attack later. And watch out for those tigers!

*Carolyn Smith is a massage therapist whose business is Hired Hands Therapeutic Massage in Riverside. She may be reached by calling 909-212-1834.*

## Caregiving Programs Help Reduce Absenteeism Among Baby Boomers

by Kathy Feeny, executive vice president of PacifiCare

Like so many Baby Boomers in this country, I am a caregiver. For me, it all began when my mother began to show symptoms of Alzheimer's disease. At first, it was minor things she needed help with — the laundry, cooking or shopping.

I had always been a workaholic,

investing long hours in a profession I loved. But as my mother started to lose her ability to handle daily chores, providing her with the support she needed required more and more of my time. Then, as her illness progressed, I could no longer leave her alone, and planning for a business trip became a major undertaking.

My case is hardly unique. The Family Caregiver Alliance estimates

that 25 percent of all workers in the United States provide some form of care to a relative or friend aged 65 and older, devoting an average of 20 hours a week to caregiving. A 2001 report by the Academy of Educational Development and the Centers for Medicare and Medicaid Services predicts that by 2008, 54 percent of the work force will be engaged in some form of caregiving for an elder.

This is extremely important to the nation's employers, since two-thirds of caregivers say they have had to rearrange or reduce their work hours, or take an unpaid leave of absence, to fulfill caregiving duties. The impact is significant, given that the Baby Boomer generation, expected to reach almost 38 million people

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## Caregiving Programs Help Reduce Absenteeism Among Baby Boomers

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in 2006, is now at an age when caring for elderly parents while working to support themselves and their families has become a fact of life.

Research by MetLife has shown that informal caregiving cost businesses \$11.4 billion annually in lost productivity. There are health costs attached to it as well: In a 1998 study by the U.S. Department of Health and Human Services, "Informal Caregiving: Compassion in Action," 31 percent of the caregivers surveyed said their own physical health was "fair to poor."

### The Working Caregiver Dilemma

Contrary to widespread belief, only three to seven percent of the elderly live in nursing homes. The rest live in the community, either on their own or with relatives. Furthermore, only 10 to 20 percent of caregivers responsible for aging loved ones use the services of public or private agencies, either due to lack of information or affordable support programs. And for those who need to work, having to juggle career and caring for an elderly relative without support is a tough balancing act. The toll on the employees' physical and mental health, thus on their work productivity, can be enormous.

Although caregivers have only the best intentions, left to their own devices they often do not anticipate the enormous physical and mental toll that providing care for an aging loved one can take on them. They underestimate the time required, the stress and impact of their commitment on their professional lives. Most start out by providing intermittent care, such as running weekend errands, but they gradually take on increased responsibility.

### A Solution for Employers

To answer the growing need for elder care, health insurance companies are beginning to offer programs that help employees care for aging relatives, even if they live far apart. These programs go further than traditional Employee Assistance Programs

(EAPs), which only provide referrals, by matching employees with geriatric specialists who can help them navigate the sometimes complicated maze of available services.

One option is to bring in a Geriatric Care Manager (GCM) to conduct an in-home assessment of the elder's situation based on which a customized program can be developed and put in place. Support recommended by the GCM may include meal or grocery delivery, in-home as-

sistance with daily needs, or a liaison between relatives and health care providers — a welcome feature for those employees who live apart, sometimes across the country, from the recipients. With the coordinated assistance of the GCM, the elder can remain in his or her home for as long as possible.

While caregiver programs do not pay for actual health care and other services, they help family caregivers do their homework by sorting out

available services and opening the door to support networks. The result for employed caregivers is greater assurance that their loved ones will receive the assistance they need while they are busy at work. For employers, it means less absenteeism and more productive employees.

Employers concerned with keeping valuable employees healthy and productive and recruiters who want to

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JUNE 2003

## A Milestone for the Community

**THE CANCER CENTER AT RIVERSIDE COMMUNITY HOSPITAL**

The care of a cancer patient is not just about medicine, it's about relationships. The Cancer Center at Riverside Community Hospital is comprised of a team of professionals who understand the physical and emotional needs of cancer patients.

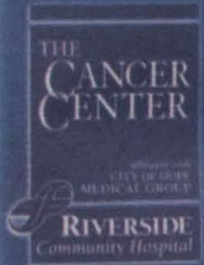
In the past, residents have traveled to hospitals in outlying areas to seek high caliber cancer services. The new Cancer Center at Riverside Community Hospital offers residents superior cancer care close to home. This \$8.2 million, 8,200 square foot facility opened in January 2003 giving local patients the benefit of Riverside Community's uncompromising dedication to the health of the community it serves.

**CITY OF HOPE MEDICAL GROUP IN RIVERSIDE...**  
The Cancer Center at Riverside Community Hospital is staffed by physicians from City of Hope Medical Group. They are well known and respected for the care they provide to cancer patients and their families. RCH is delighted to provide this level of expertise to the community.


**COMPASSIONATE AND EXPERIENCED STAFF...**  
Jedidiah Monson, MD, MPH, City of Hope Medical Group, serves as Medical Director and Lori Arias, RT(T), MBA as Administrative Director of the Center. Patients receive the most advanced radiation therapy treatment and have direct access to nutritional, social and spiritual services. In addition, there is a dedicated patient education room with the latest information in cancer treatment.

**STATE OF THE ART EQUIPMENT...**  
The Cancer Center offers state of the art radiation therapy allowing for precision treatment of the patient's tumor while sparing as much healthy tissue as possible. This enables the treatment dose to accelerate above "traditional" radiation therapy doses and, therefore, improve the patient's cure rate.

For more information, please contact The Cancer Center.  
4500 Brockton Avenue, Suite 101, Riverside, CA 92501  
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JUNE 2003

## Didi Hakes "Connects" as an SBA Lender

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### Getting Started

Hakes quickly rose from her file clerk position to enter the construction lending field. She remained in that area at four different banks in the 1980s, an era that was tumultuous for most bankers because of the numerous facility closures and mergers.

She got her first taste of SBA lending at First California Bank. Hakes subsequently served as chief credit officer at First International Bank for six years, but returned to the SBA loan arena at Pacific Crest Bank, where she started up its SBA division. In the summer of 2002, Vineyard President and CEO Norm Morales asked her to spearhead Vineyard's entry into the SBA lending market.

"One of the things that impressed me about Norm is that he chooses to expand the bank where talented people are," Didi said. "Our operation is centralized in San Diego, but we also have people in Beverly Hills and the Inland Empire, and we work with companies throughout Southern California."

### A Question of Connections

Hakes notes that the SBA lending community is small and tight-knit. And, since the SBA loan process is primarily broker-driven, establishing and maintaining connections is paramount to being successful. Didi had a significant advantage in starting Vineyard's SBA Lending Group, since she has been involved in SBA lending for so long, and she also hired experienced business development personnel with established connections as well.

"In this business, it's well known that connections typically follow you from bank to bank," she said. "However, your bank needs to be able to provide the requisite loan servicing to maintain your connections, and that has certainly happened so far at Vineyard."

With less than one year under its belt, Vineyard's SBA Lending Group has already attained the rank of 33rd most active in 7A loans out of 130 California banks. For 504 loans, Vineyard is the seventh largest lender in the Riverside/Orange County/San Diego County area.

"Our volume and performance have been outstanding," Didi said,

"and that is a credit to both our SBA team and the bank's administrative and management teams, which provide great support."

She hopes that her personal style has also had a positive effect on the SBA group's bottom line; she considers herself to be fair and detail oriented. She is additionally very focused on the importance of family, believing that if you're not happy at home, there's a good chance you won't be happy at work.

"You have to be able to enjoy your days at work, and when you do, that's something that customers and

prospects notice, and the result should be good for the bank," Didi said.

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Hospitals Serving The Inland Empire

Ranked by number of licensed beds

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	Hospital Address City, State, Zip	# of Lic. Beds Avg. Daily Rm. Chg.	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1.	Loma Linda University Medical Center 11234 Anderson Street Loma Linda, CA 92354	547 N/A	5,687 850 1,548	\$540 million	International Heart Institute, Cancer Treatment Institute, Over 300 Other Specialties	Loma Linda University Adventist Health Sciences Center	B. Lyn Behrens, MB, BS President/CEO (909) 558-4000
2.	Kaiser Permanente Medical Center 9961 Sierra Avenue Fontana, CA 92335	444 N/A	4,200 450 700	N/A	Full Service Medical Care	N/A	Gerald McCall Sr. Vice President/Area Mgr. (909) 427-5269/427-7193
3.	St. Bernardine Medical Center 2101 N. Waterman Avenue San Bernardino, CA 92404	443 N/A	1,500 316 400	\$98 million	Full Service Regional Medical Center	Catholic Health Care West	Steven R. Barron Hospital President (909) 881-4300/881-4546
4.	Pomona Valley Hospital Medical Center 1798 N. Garey Avenue Pomona, CA 91767	436 N/A	2,313 550 N/A	\$220 million	Cancer Treatm., Cardiac & Intensive Care, Cardiac Catheterization, Heart Surgery, Inpatient & Outpatient Surgery, Maternity & Inten. Care Nursery	Non-profit facility by Community BOD	Richard E. Yochum President/CEO (909) 865-9500/865-9796
5.	Desert Regional Medical Center 1150 North Indian Canyon Drive Palm Springs, CA 92262	388 N/A	1,300 250 450	\$178 million	Geriatrics, Rehabilitation, Oncology, Women & Infants, Trauma/Emergency, Inpatient Surgery, Heart Services, Home Health/Hospice	Desert Hospital Dist., Tenet Healthcare	Truman Gates CEO (760) 323-6187/323-6580
6.	Arrowhead Regional Medical Center 400 N. Pepper Ave. Colton, CA 92324	373 N/A	1,800 200 600	\$200 million	Family Medicine, Outpatient/Inpatient Care, Maternity, Neonatal, Burn, Kidney Transplant, Cancer, Cardiac, Orthopedics, Emergency, Trauma	County of San Bernardino	Mark Uffer Director (909) 580-6150/580-6196
7.	Riverside County Regional Med. Ctr. 26520 Cactus Ave. Moreno Valley, CA 92555	364 N/A	1,800 350 300	\$240 million	Neurosurgery, Child Abuse, Orthopedics, Surgery, Fam. Practice, Obstetrics, Level II Adult & Pediatric Trauma Units	County of Riverside	Donna Matney Director (909) 486-4470/486-4475
8.	Riverside Community Hospital 4445 Magnolia Avenue Riverside, CA 92501	362 N/A	1,370 466 511	N/A	Maternity, HeartCare, 24-hr. ER/Trauma, Inpatient/Outpatient Surgery, Sub-Acute Care, Home Health, Kidney/Kidney-Pancreas/Liver Transplant, Outpatient Therapy, Critical Care, Orthopedic	Riverside Healthcare System LLC	Bryan R. Rogers President/CEO (909) 788-3000/788-3201
9.	Hemet Valley Medical Center 1117 E. Devonshire Ave. Hemet, CA 92543	344 N/A	1,000 200 287	N/A	Emergency Department, Cancer Treatment, Maternity & Women's Services, Cardiac Care, Outpatient Lab	Valley Health System	Susan Ballard Administrator (909) 652-2811x5202/765-4711
10.	San Antonio Community Hospital 999 San Bernardino Road Upland, CA 91786	330 N/A	2,026 480 506	N/A	Medical/Surgical, Critical Care, Maternity, Neonatal, Pediatrics, Cancer Treatment, Cardiac, Mental Health, Outpatient Services	Community Hospital Non-profit	George Kuykendall President (909) 985-2811
11.	Community Hospital of San Bernardino 1805 Medical Center Drive San Bernardino, CA 92411	291 N/A	1,100 303 406	N/A	Full Service Medical Center, With Obstetrics/ Neonatal Intensive Care, Comprehensive Rehab., Mental Health, 24 Hr. Emergency, Outpatient Surg.	Catholic Healthcare West	Bruce G. Satzger Hospital President (909) 887-6333/887-6468
12.	Eisenhower Medical Center 39000 Bob Hope Drive Rancho Mirage, CA 92270	261 N/A	1,500 310 WND	N/A	Emergency, Cardiology, Orthopedics, Birthing Center, Cancer Care, Diabetes, Parkinson's, Alcohol and Drug Treatment	Community-Based Not-For-Profit	Aubrey Serfling President/CEO (760) 340-3911/773-1850 www.emc.org
13.	Loma Linda U. Children's Hospital 11234 Anderson St., Rm. 1816 Loma Linda, CA 92354	244 N/A	372 107 287	N/A	Pediatrics, Cardiology, Oncology, OB/GYN Gastroenterology, Neurology, Pathology, Radiology	Loma Linda University Adventist Health Sciences Center	B. Lyn Behrens, MB, BS President/CEO (909) 558-8000
14.	Corona Regional Medical Center 800 S. Main Street Corona, CA 91720	228 N/A	921 308 227	N/A	Full Service Medical Center/ Rehabilitation Hospital, Behavioral Health, Comprehensive Cancer Center	Vista Hospital Systems, Inc. Non-Profit	John A. Calderone, Ph.D. CEO (909) 736-6240/736-6310
15.	Kaiser Foundation Hospital 10800 Magnolia Avenue Riverside, CA 92505	215 N/A	800 150 N/A	N/A	Full Service Medical Care	Kaiser Foundation Hospitals	Gerald McCall Sr. Vice President/Area Mgr. (909) 353-4600/353-4611
16.	Jerry L. Pettis Memorial Veteran's Affairs (VA) Med. Ctr. 11201 Benton Street Loma Linda, CA 92357	203 N/A	1,472 FTEE 109 FTEE 543 FTEE	N/A	Medical, Surgical, Psychiatry, Nursing Home Care Unit	Dept. of Veteran Affairs Washington, D.C.	Dean R. Stordahl CEO (909) 825-7084/422-3106
17.	Parkview Community Hospital Med. Ctr. 3865 Jackson Street Riverside, CA 92503	193 N/A	397 308	N/A	Inpatient Diabetes Program, Curtis Cancer Center, Osteoporosis Imaging & Prevention Center, Level III Intensive Care Nursery, Occupat. Med. Clinic, Wound Specialty Ctr., Maternity Serv., Urgent Care, Breastfeeding Ctr.	Arlington Health Services Corp. Non-Profit	Norm Martin CEO (909) 688-2211/325-5611 marketing@pchmc.org
18.	St. Mary Medical Center 18300 Highway 18 Apple Valley, CA 92307	186 N/A	800 200 300	N/A	General Acute Care, CT Scan, Cath. Lab, Open Heart, Neonatal I.C., Transitional Care, MRI, 24-Hour Emergency	St. Joseph Health System	Catherine M. Pelley President/CEO (760) 242-2311/242-9750
19.	Hi-Desert Medical Center 6607 White Feather Joshua Tree, CA 92252	175 WND	485 98 114	\$32 million	Medical, Surgery, ICU, SNF, Subacute, Home Care, Hospice 24-hr basic ER, Outpatient Surgery, Imaging, Lab, Rehab Behavior Health, Rehab CPSP	Hi-Desert Memorial Health Care District	Robert T. Mannix CEO (760) 366-6260/366-6251
20.	Redlands Community Hospital 350 Terracina Blvd. Redlands, CA 92373	174 N/A	900 225 600	N/A	Cardiac Rehab., Radiation/Onc., Gen./Laparoscopic Surg., Level II Intens. Care Nursery, High Risk OB, Neurosurgery, Orthopedic Surg., Wound Care, Home Health, Hospice, Phys. Therapy, Pediatrics, Behavioral Medicine, ICU, Urology, Gastroenterology	Community Non-profit	James R. Holmes President (909) 335-5500/335-6497
21.	J.F.K. Memorial Hospital 47-111 Monroe Street Indio, CA 92201	130 N/A	650 125 N/A	N/A	Surgery, Orthopedics, OB/GYN, Gastro, Oncology, Pediatrics, Internal Medicine, Neurosurgery, Urology, 24-Hr. E.R., Cardiac & Vascular Cath. Lab, Outpatient, Prenatal Svcs., ICU	Tenet Health Care	Larry Payton COO (760) 775-8019/775-8014
22.	Chino Valley Medical Center 5451 Walnut Avenue Chino, CA 91710	126 N/A	550 200 230	N/A	24-hr. ER, Same-Day Surg., ICU, Transitional Care, Chest Pain Ctr., Indust. Care, The Birth Place, Pediatrics, Acute Care	Veritas Health Services, Inc.	Makoto Nakayama President/CEO (909) 464-8600/464-8882

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Hospitals Serving The Inland Empire

Ranked by number of licensed beds

	Hospital Address City, State, Zip	# of Lic. Beds Avg. Daily Rm. Chg.	Total Staff # of Doctors # of R.N.s	Current Operating Budget	Specialties	Owner	Top Local Executive Title Phone/Fax E-Mail Address
23.	Loma Linda U. Community Med. Ctr. 25333 Barton Road Loma Linda, CA 92354	120 N/A	300 N/A N/A	N/A	ICU/CCU, Outpatient Surgery, Medical/ Surgical Units, Emergency Service, Outpatient Services, Radiology, Physical Therapy	Adventist Health Systems, Loma Linda	Michael Jackson Administrator (909) 558-6601/558-6259
24.	Victor Valley Community Hospital 15248 11th Street Victorville, CA 92392	115 N/A	506 220 129	N/A	Outpatient Surgery, Med./Surg. Units Inpatient & Outpatient Behavioral Health Unit, MR/CT/NICU	Victor Valley Community Hospital, Inc.	Jeff Flood CEO (760) 245-8691
25.	Doctors' Hospital Med. Ctr. of Montclair (Formerly KPC Global Med. Ctr.) 5000 San Bernardino Street Montclair, CA 91763-2326	102 N/A	475 300+ 145	N/A	24 hr. ER; Family Centered Birth Program, OB/GYN; Pediatrics, Outpatient Surgery, Medical/Surgical, ICU/CCU, CT Scan, MRI, Cardio Pulmonary, Mammograms, Physical Therapy, CPSP, Health Education		David Chu CEO (909) 625-5411
26.	Moreno Valley Community Hospital 27300 Iris Ave. Moreno Valley, CA 92555	101 N/A	356 104 116	N/A	Spine Center, OB Services, ER Acute Care Facility Outpatient Diagnostic Services	Valley Health System	James Larson Administrator (909) 243-0811
27.	Rancho Springs Medical Center 25500 Medical Center Dr. Murrieta, CA 92562	99 WND	500 250 200	WND	24-Hour Emergency Services, Acute Care, Inpatient & Outpatient Surgery, Maternity Care Birthing Suites, ICU, Infusion Therapy, Breast Care Center, Outpatient Imaging & Treatment, Total Joint Replacement Program, Community Education	San Diego Hospital Association	Scott Crane CEO (909) 677-9710/677-0056
28.	San Dimas Community Hospital 1350 W. Covina Blvd. San Dimas, CA 91773	93 WND	446 287 150	WND	ER, ICU/CCU, Med./Surg., Sub-Acute Skilled, Maternity, O/P Surg., Phys. Therapy, 24-Hr. Emergency, Bloodless Medicine & Surgery Program, Senior Program	Tenet Health System	Garry M. Olney CEO (909) 599-6811/599-0629
29.	Vencor Hospital-Ontario 550 N. Monterey Ave. Ontario, CA 91764	91 N/A	300 200 89	N/A	Acute Care-Long Term, Intensive Care, Cardio Pulmonary, Rehabilitation Services	Vencor Operating, Inc. Louisville, KY	Robert Trautman CEO (909) 391-0333/391-2892 melisa_vicario@vencor.com
30.	Desert Valley Hospital 16850 Bear Valley Rd. Victorville, CA 92392	83 N/A	402 67 133	N/A	OB, Imaging, Med./Surg., Telemetry, ICU, Lab., ER, Step-Down Unit, Outpatient Surgery	Desert Valley Health Systems	Lex Reddy CEO (760) 241-8000
31.	Ballard Rehabilitation Hospital 1760 W. 16th St. San Bernardino, CA 92411	60 N/A	260 65 34	N/A	Physical Acute Rehabilitation, Industrial Medicine, Pain Management, Pulmonary Rehabilitation	Sun Healthcare Group	Robert R. Herrick CEO/Administrator (909) 473-1275/473-1276
32.	Canyon Ridge Hospital 5353 "G" St. Chino, CA 91710	59 N/A	153 23 29	N/A	Behavioral Health, Alcohol/Drug, Adult/Pediatric Acute, Outpatient Programs, 24-Hr. Assessment, Referral	Heritage Care of Chino, LLC	Diana Hanyak CEO (909) 590-3700/590-4019
33.	Barstow Community Hospital 555 S. Seventh Ave. Barstow, CA 92311	56 N/A	239 80 113	N/A	Inpatient & Outpatient Surgeries, OB/GYN, CCU, 24-hr. Emergency Dept.	Community Health Systems	Butch Naylor CEO (760) 256-1761/953-3375
34.	Palo Verde Hospital 250 N. 1st St. Blythe, CA 92225	55 N/A	WND N/A	N/A	Full Service Comm. Hospital, Adult/ Pediatric Acute Care, Inpatient/Outpatient Surgery, Emergency, Maternity, Women's Health, Home Health	Province Healthcare	Vickie Clark CEO (760) 921-5150/921-5201
35.	Mountains Community Hospital 29101 Hospital Rd. Lake Arrowhead, CA 92352	36 N/A	162 50 35	\$10 million	Skilled Nursing Unit, Lab., Radiology, 24-Hr. ER, OB, Physical Therapy, Rural Clinic, Med./Surg. Wing	District Hospital	James R. Hoss Executive Director (909) 336-3651 x3200/336-1179

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Local Nonprofit  
Opens 52,000-sq.-ft.  
Vocational Training  
Facility

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ing lot each morning. In addition to training at the work activity center, EXCEED also provides supported employment, placing individuals in job placements within

the community. Vocational instructors are assigned to provide onsite training and on-going support in order to maintain and enhance employment.

The new Perris location also houses an adult developmental center, which provides basic living skills training to as-

sist more severely disabled clients to reach their maximum level of independence and access in the community.

For more information, please call Mary Morse, resource developer at (909) 657-0609 x 224.

San Manuel Band  
of Mission Indians  
Donates \$3 Million  
to Local University

continued from page 22

dowment scholarship program (\$800,000) and an endowment internship program (\$200,000).

"Expansion of the Cross Cultural Center will enable the student union to better serve the growing student population at California State University, San Bernardino and throughout the surrounding communities by providing meeting and office space for various ethnic and cultural organizations," said John Futch, director of the center.

Santos Manuel is recognized by the tribe as a great leader and hero who led surviving members of the

Serrano tribe in the San Bernardino Valley to a new settlement in the San Bernardino Mountains. In 1891, by presidential order, the San Manuel Reservation was established and named for its leader. To honor his memory, new signage will be placed at the three primary entrances to the Santos Manuel Student Union, while design themes from the San Manuel Band of Mission Indians will also be incorporated.

The California State University, San Bernardino and the San Manuel Band of Mission Indians enjoy a strong relationship of cooperation and long-time history of collaborative programs. The university hosts the California Indian Cultural Awareness Conference, California Native American Day Celebration, California Native American Heritage Month and the annual People of the Pines Pow Wow.



## Taking Your Fast-Growing Business to the Next Level

continued from page 26

- break even and are adept at ratios.
- Invest in your future.** Start investing in the systems that will allow you to be more flexible, reduce cost and increase productivity.
- Create an exit strategy.** If you don't already have one in place,

build an exit strategy and know the repercussions of that strategy on retirement. Owners and partners of companies that are just in cash flow businesses, for example, need to have sizable pension funds, while owners and partners of saleable companies use the proceeds to retire. Owners and partners of companies that leave

their businesses to a son or daughter have other options.

- Don't mix business and personal concerns.** At this stage in the game, it is more critical than ever to keep personal assets separate from business and avoid personal liability.

Geri Stengel is the co-founder of

Women's Leadership Exchange, a national conference and communications program designed to help women who own or run businesses poised for growth get to the next level. For more information or to register for the Southern California conference on July 23rd at The Westin Hotel in Long Beach, visit [www.womensleadershipexchange.com](http://www.womensleadershipexchange.com).

## City of Ontario and Senior Community Celebrate Grand Opening of Mountain View Senior Apartments

continued from page 21

"Additional financing was provided by the Ontario Redevelopment Agency," Schultz continued. "Through a low interest loan and land lease, we were able to ensure that the project would provide rents ranging from \$233 - \$616, depending on the income of the residents. These units will remain affordable for 55 years due to the City of Ontario and Ontario Redevelopment Agency efforts."

Seniors interested in the Mountain View Apartments may call (909) 984-7771 to have their names put on the waiting list.

## Caregiving Programs Help Reduce Absenteeism Among Baby Boomers

continued from page 30

attract experienced workers find caregiver programs an increasingly attractive and affordable solution — about \$20 to \$25 per employee per year to the problem of family caregiving. Employer-funded caregiving assistance is a low-cost benefit that Baby Boomers will appreciate and, increasingly, expect from prospective employers.

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## Academia May Lose Valuable Patent Defense

continued from page 21

in two of Prof. Madey's patents. Prof. Madey sued Duke for patent infringement in federal district court in North Carolina. The district court ultimately dismissed Prof. Madey's patent infringement claims concluding that Duke was entitled to the protection afforded by the "experimental use defense."

Prof. Madey appealed that decision to the Court of Appeals for the Federal Circuit in Washington, which hears all appeals from patent cases. Last October, the Federal Circuit reversed the district court's decision concluding that Duke could not invoke the "experimental use defense." Specifically, the Federal Circuit decided that the "correct focus should not be on the non-profit status of Duke, but on the legitimate business Duke is involved in and whether or not the use was solely for amusement, to satisfy idle curiosity, or for strictly philosophical inquiry." Because Duke is in "the business" of conducting laser research (although not for the purpose of earning a profit), the Federal Circuit decided that it was not entitled to assert the "experimental use defense."

The Federal Circuit's narrow interpretation of the "experimental use defense" sent shock waves through the academic community. In January, Duke asked the United States Supreme Court to review the Federal Circuit's decision. Several academic and non-profit institutions joined

Duke's request, including the Association of American Medical Colleges, the American Council on Education, Ralph Nader's Consumer Project on Technology, and 24 individual colleges and universities. They argued that the Supreme Court should take the case and reverse the Federal Circuit's decision because it "will have a significant chilling effect on all academic scientific research" and "will directly and significantly increase the cost of basic research."

In April, the Supreme Court took the unusual step of asking the Solicitor General to express the Bush administration's views on the matter. The Supreme Court will decide whether to review the case within the next few months. If the Supreme Court chooses to review and scope of the "experimental use doctrine," it could reach a final decision early next year. Unless the Supreme Court reverses the Federal Circuit's decision, the "experimental use defense" will no longer be a viable defense for universities and non-profits that are engaging in their customary research efforts. Universities and non-profits will then be faced with the choice of purchasing patent licenses, potentially for every single research project, or repeatedly defending costly patent infringement lawsuits.

*John W. Holcomb is a partner of Knobbe, Martens, Olson & Bear, LLP, a law firm specializing in patent, copyright, trademark, and trade secret matters. Mr. Holcomb practices in the firm's Riverside office, and he can be reached at 909-781-9231.*

## Edward Jones Leads Support for Proposed Tax Cuts

continued from page 20

company in the increasingly competitive marketplace as a specialist in providing investment advice to rural Americans.

John W. Bachmann, who now manages the firm on a day-to-day basis, has continued this tradition, but also has replicated the success of his predecessor by expanding the one-person office concept into a select number of metropolitan areas.

Bachmann also has led the firm to the forefront of the industry in terms of technology. In fact, the firm maintains the largest private satellite network in the financial services industry.

Edward Jones brokers come from all walks of life—they are former engineers, attorneys, teachers, bank presidents, and military officers. They must complete an intensive three-

month training program before opening up their own offices.

Although the firm is traditionally known for opening offices in rural communities, it has developed a strong presence in metropolitan areas such as Chicago, St. Louis, Atlanta, Oklahoma City, Kansas City, and Seattle.

Barry and Patty Moore, who is employed by Liberty Mutual in Ontario, are the parents of Maribeth, 17, Alison, 15, and Brad, 12.

"I take pride in what I'm doing," Moore concluded. "I am proactive, not reactive, and like working on plans for investors who can relax and know that I am watching their financial backs. They have to know that someone is in their corner."

*Barry M. Moore can be reached at 909-272-6820; Fax: 888-229-4572 or toll free at 888-272-8166. The Edward Jones Corona office is located at 1066 W. 6th St., Ste. 1. There is a Web site for more information about the company: [www.edwardjones.com](http://www.edwardjones.com).*

## At Deadline: The Wheels of Rotary Turn for Children

continued from page 1

wheelchairs were received and the number continues to rise almost daily.

"It was as simple as challenging our own membership," Karlin said when asked about the success. The business owners and Rotarians in the community who have donated two or more new wheelchairs include: Lauren Wilson of Oak Tree Lanes, Janice

Giardina of PFF Bank & Trust, Heinz Gehner of Shilo Hilltop Suites & Hotel, Shirley Pozzuoli of SGN, Inc. and The Rotary Club of Diamond Bar.

Additional members and businesses who generously contributed a chair include: Joe Dunn of Adelpia Cable; Ace Pelizon of Ace Pelizon Plumbing & Electric of Covina; Eileen Ansari, Jeanette Betts, Edison Cabacungan, Lynda Burgess, and Dr. Sanjay Doshi "The Diamond Bar Dentist"; David Wood and Kevin Nordine of Executive Gift Baskets;

concluded on page 55



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## Three Members of the Young Homes Team Are Honored by the Baldy View Chapter of the BIA

continued from page 11

also held management positions with Ryland Homes and with Pulte Homes' California, Arizona and Michigan divisions, as well as with other home building companies. In addition, he is an experienced general contractor specializing in custom home construction.

Also honored as a finalist in the Purchasing Staff category from Young Homes was Barbara Coldiron, assistant purchasing agent. "A valued member of our purchasing department, Barbara's responsibilities include receiving, evaluating and negotiating bids, as well as preparing scope of work, terms, con-

ditions and pricing for purchasing contracts," explained Young.

Coldiron has held option coordinator/assistant purchasing agent positions with John Laing Homes and Kaufman & Broad. She also served as assistant purchasing agent for INCO Homes Corp. and was human resources/office manager for Concordia Homes, Inc.

Young Homes, a respected leader among Inland Empire new home

builders for more than 20 years, is also one of "Top Six" builders in the Inland Empire and one of the "Top 50" among Southern California-based home builders. Building on a firm commitment to affordable quality and unsurpassed customer service and satisfaction, Young Homes has made the dream of new home ownership a reality for thousands of families. For more information on Young Homes, check online at [www.younghomes.com](http://www.younghomes.com).

## The History of Women and Wall Street

by Terrell Hickman

Almost since our country was formed, women have fought for the right to have the same opportunities as men in politics, education and in the workforce. They have encountered similar struggles to find a place in the financial world as well. The good news is that great strides have been made. Here's a brief look at the evolution of women and money.

**Women as investment objects** - It's hard to believe, but in the early days of our country, women were considered property — the course of their lives often determined by husbands, fathers or brothers. It wasn't until the mid-1800s that women could own property separately from their spouse. Even then, if they divorced, their husbands retained control of all property — as well as the children. It was rare for women in the late 19th century to be financially independent, but it was about that time when women made their first mark on Wall Street.

**The entry to Wall Street** - Victoria Woodhull, a pioneer for women's financial independence, was born into a family of 10. Married at 15 and divorced some time later, she and her sister were traveling the country as spiritualists when they met Cornelius Vanderbilt. Taken with the sisters' unique personalities and outspokenness, Vanderbilt helped them open Woodhull, Claflin & Company in 1870 — the first women-run brokerage firm on Wall Street.

**The evolution of financial independence** - After winning the right to vote in 1920, many women began to take charge of their own finances. As newspapers and radio made the stock tables easier for everyone to under-

stand, many women recognized that investing required many of the same skills they were using to manage household budgets. By the time the market crashed in the fall of 1929, many women across the country had begun their forays in the market.

**The move to modern Wall Street** - It wasn't until the late 1950s that women began to break the gender barrier in the traditional male-run brokerage houses of modern-day Wall Street. During that period, the first woman purchased a seat on the New York Stock exchange, while another woman served as commissioner of the Securities and Exchange Commission. At the same time, many of these women dealt with the assumptions that having children was out of the question if they had a career and the responsibilities of maintaining a home were a woman's realm.

**The role of investment clubs** - As some women worked to make a place and a name for themselves on Wall Street, other women were determined to become savvy investors. In the 1980s, many women across the country believed they had the skill and the intuition to invest in the market. They often just lacked the capital to get started. Building on a heritage of working together to solve problems, women began forming investment clubs.

Made famous by a group of women from Beardstown, Illinois, investment clubs give investors the opportunity to pool small amounts — \$25 to \$50 a month from each member — raising enough capital for their securities purchases. Over the years, these clubs have given hundreds of women the opportunity to study the world of finance and increase their investment knowledge, often while tucking away substantial earnings.

The future looks bright for women

in the financial world as more and more women are advancing into senior leadership positions on Wall Street, taking a larger presence in the boardrooms of corporate America and taking charge of family finances and investment decisions at home. To help them negotiate the ups and downs of the current market, many women choose to work with a qualified financial advisor (a career that is also seeing large increases in its female membership). If you've been thinking about your own financial strategy, a trusted, professional financial advisor can help you achieve the long-term

goals that many women, historically, used to believe were impossible.

*Terrell Hickman is a financial advisor specializing in comprehensive financial planning, retirement income strategies and estate planning. Hickman is a representative of American Express Financial Advisors, Inc., Member NASD/SIPC and is located in the San Bernardino area. For more information please call 800-446-4826 x219.*

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## Hendricks & Partners 2002 Review and 2003 Forecast

continued from page 1

or 29,700 jobs. All local economic indicators excelled, with the area's average office vacancy actually decreasing to 13 percent at a time when most other metro areas were noting sharp increases in available space. The Inland Empire sin-

for apartment communities in 2002, with a total of 119 closed transactions for the year, up from 91 the previous year. Prices also showed strong gains, with the average price per unit rising from \$55,435 to \$68,154, while the average price per square foot rose from \$71.05 to \$84.12.

pected to gain about 3.3 percent, equating to 34,500 new jobs. Population growth will be steady at 2.6 percent. Non-residential building permits are expected to increase by more than 9 percent in 2003, while personal income will gain approximately 5 percent. Redevelopment projects at several former mili-

trend up slightly in 2004 surpassing the 4 percent mark in 2005 as employers continue to be drawn to the area's available land for development and cost advantage. Wages in the Inland Empire are 15 percent lower than the state overall, and a recent survey found that over half of San Bernardino and Inland Valley residents, many of whom

commute to work in the pricier coastal counties, would be willing to take a 5 percent pay cut in order to work closer to home.

As more renters are drawn to the Inland Empire for its more affordable options, developers are responding with new product, with more than 3,600 units slated for completion in 2003, including properties with the latest in luxury amenities to serve the rent-by-choice demographic. The 210 freeway, which will ultimately connect from L.A. to San Bernardino, is emerging as a growth center, with over 1,900 apartments sched-

uled for delivery in Rancho Cucamonga alone in 2003. Southwest Riverside County will receive 750 units, with 700 units reaching completion in Loma Linda and 300 in Mira Loma. Demand for apartments will strengthen as interest rates rise and rents become more expensive in the rest of Southern California, with absorption forecasted to reach 2,000-3,000 units in 2003.

While new construction will increase, demand will also rise, enabling the overall average vacancy rate to remain fairly tight in the 4.5-5 percent range in 2003. Rent growth will steady at 6.0 percent.

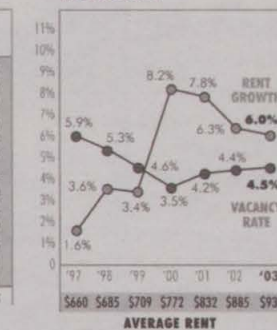
*Reprinted with permission from Hendricks & Partners FORECAST 2003. Hendricks & Partners is a national multifamily advisory firm specializing exclusively in the sale of apartment communities throughout the United States. For information, please call 888.872.2787 or visit [www.hendrickspartners.com](http://www.hendrickspartners.com).*

### VACANCY AND RENT

SUBMARKETS	RENT		VACANCY		VACANCY		AVG. RENT INCREASE		AVERAGE RENT	
	2002	2002	2002	2001	2002	2001	2002	2001	2002	2001
	15 + UNITS						10 + UNITS			
Moreno Valley/Banning	\$820	4.8%	3.7%	4.6%	12.8%	7.1%	\$805	\$714		
Perris/Hemet	\$667	3.3%	4.0%	2.9%	10.3%	5.0%	\$705	\$639		
SW Riverside Cnty	\$939	5.6%	5.2%	5.2%	5.8%	10.0%	\$954	\$902		
Chino/Chino Hills	\$761	3.5%	4.0%	4.4%	4.6%	5.6%	\$1,051	\$1,005		
Upland/Montclair	\$764	3.6%	5.0%	2.7%	7.0%	6.8%	\$936	\$875		
Ontario/Rancho Cucamonga	\$946	3.4%	4.2%	5.0%	5.1%	8.5%	\$995	\$947		
Fontana/Rialto	\$1,016	2.9%	3.9%	3.8%	6.6%	6.3%	\$791	\$742		
Colton/Grand Terrace/Loma Linda	\$857	2.5%	4.0%	3.9%	5.9%	7.3%	\$815	\$770		
Palm Springs/Cocoma Valley	\$959	3.9%	5.6%	3.0%	3.6%	9.7%	\$805	\$778		
Riverside	\$739	2.5%	4.2%	4.1%	7.0%	9.8%	\$876	\$819		
Corona/Corona Hills	\$811	3.3%	5.2%	5.1%	1.2%	7.4%	\$1,010	\$998		
San Bernardino/Highland	\$676	4.7%	4.1%	5.1%	8.2%	7.3%	\$748	\$691		
Victorville/High Desert	\$589	3.3%	3.4%	2.8%	7.4%	5.5%	\$656	\$611		
Total	\$822	3.7%	4.4%	4.2%	6.3%	7.8%	\$885	\$832		

HENDRICKS & PARTNERS • MULTIFAMILY RESEARCH REPORT

### HISTORICAL



All 2002 figures are through December 31, 2002. All 2003 figures are projections. Vacancy rate figures are fourth quarter. Rent growth figures reflect the last 12 months. Employment growth figures are annual averages.

### 2003 FORECAST

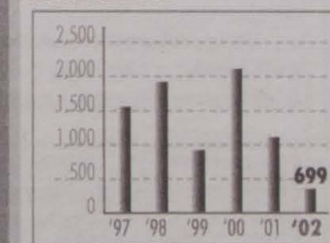
Logistics and manufacturing will continue to lead the Inland Empire's growth in 2003, with employment ex-

tary bases are ramping up and will prove to be strong job creation engines in the coming years. Employment growth will

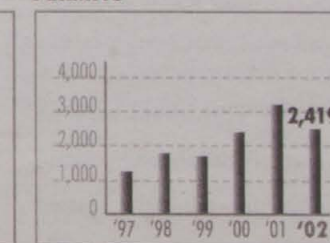
### POPULATION AND EMPLOYMENT

	POPULATION	GROWTH	EMPLOYMENT	GROWTH
<b>2003</b>	<b>3,523,500</b>	<b>2.6%</b>	<b>1,093,300</b>	<b>3.3%</b>
<b>2002</b>	<b>3,434,200</b>	<b>2.6%</b>	<b>1,058,800</b>	<b>2.9%</b>
<b>2001</b>	<b>3,349,200</b>	<b>2.9%</b>	<b>1,029,100</b>	<b>4.1%</b>
<b>2000</b>	<b>3,254,821</b>	<b>2.7%</b>	<b>988,400</b>	<b>5.3%</b>

### ABSORPTION



### PERMITS



### SALES

	2002 SALES	PRICE PER UNIT	PRICE PER SF	2001 SALES	PRICE PER UNIT	PRICE PER SF
25+ UNITS						
2000+	6	\$130,482	\$155.04	1	\$95,151	\$111.51
1995-1999	1	\$63,012	\$74.62	0	N/A	N/A
1990-1994	9	\$56,330	\$65.88	4	\$69,116	\$85.15
1985-1989	46	\$64,468	\$77.14	30	\$60,300	\$75.69
1980-1984	5	\$60,928	\$85.07	10	\$62,619	\$74.46
1975-1979	6	\$69,000	\$84.97	10	\$43,566	\$66.30
1974 & Older	46	\$52,241	\$69.14	36	\$40,800	\$53.90
<b>Totals</b>	<b>119</b>	<b>\$68,154</b>	<b>\$84.12</b>	<b>91</b>	<b>\$55,435</b>	<b>\$71.05</b>



# RESTAURANT REVIEW

## San Biagio's Does New York, With Real Style

by Joe Lyons

Many restaurants call themselves New York style, (or Chicago, San Francisco, New Orleans, etc.). It is an easy presumption that people who live in Southern California have no style, so they will believe anything.

Fortunately, there are some people who have come here from back East who know real from fake. Biagio Pavio is one of them. Along with his family he has been producing REAL New York style specialties from his storefront at 7th and Mountain in Upland for more than a decade and a half. He does it so well that even jaded New Yorkers I know are actually impressed. In fact, many people from the Big Apple gather on Saturday nights at San Biagio's New York Style Pizza to remember and enjoy a real taste of "back home." The first thing to sample is the real New York pizza. Real New Yorkers fold their slice

down the middle, left to right.

We even asked our host to make the pizza with three toppings, part veggie, part pepperoni and part "works." The three parts combined made one great dish.

To wash it down we had Italian beer, or biera.

The sauce on the pasta dish called ziti looked much thinner than I am used to, but the taste was surprisingly good. The gnocchi, a potato dumpling



Luscious pizza crowned with three delicious toppings, at right, accompanies a Stromboli and sauce at San Biagio's New York Style Pizza in Upland.

Photo by Joe Lyons

dish, was better than I have had at expensive gourmet restaurants.

Then there are the specialty items. Very few New York "style" restaurants even bother to try to produce things like the Stromboli sandwich, calzone or Brooklyn style zeppoli. The cannoli filling is a treat all by itself and it comes in directly from New York City.

Even the spumoni ice cream is special. Made on site, it has large chunks of cherry and nuts. Forget any other spumoni style dessert you've been served anywhere else.

Then there is the Italian ice. Not so much a sherbet as it is a slushy, it comes in a little paper cup, just like it does in

New York City. The New York expatriates I was with couldn't believe how something so simple could bring back such memories. To them it was like driving across the Brooklyn Bridge into Manhattan. They could practically smell the East River.

Many small storefront restaurants are lucky to last out their first year. San Biagio's has been here for a while and has built up a base of fans who will no doubt keep it going for some time to come.

San Biagio's New York Style Pizza,  
1263 West 7th Street, Upland, 909-946-9277



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It's New York without the attitude! This award-winning restaurant is where famous fare is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire's most intimate jazz experience! We take care of every detail with innovative menu items, specialty dishes, dramatic desserts, outstanding wine selection and entertainment to complement your dining experience - and discover our magnificent banquet rooms, perfect for hosting your next event.

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## RENAISSANCE PLEASURE FAIRE! Returns to Devore for 15th Year

by S. Earl Statler

In 1969, my former wife and I were living in Encino. We decided to have some summer fun, so we donned Elizabethan costumes and drove over to Agoura to frolic at The Renaissance Faire. Back then, the faire was held at a movie location lot, and our outing was a disaster. It was hot as Hattie, dusty, even muddy in areas, and we had to park several counties to the south. I went as Henry VIII and died a million deaths in my velvet robes in the summer heat.

Things have changed for the BETTER! About 15 years ago, the faire moved to Devore. It's held in a quaint dell with a small lake, plenty of grassy areas, near the I-15 Freeway, and has PLENTY OF PARKING. We have had a wonderful experience turning back the clock to a past era. To really enjoy the faire, you need to dress in costume and play your favorite part; peasant, pauper or king — or whatever tickles your fancy. Get out and enjoy "the first wine of summer" in these lusty months of May and June.

You can experience a time when knights were noble and ladies were fair at the Annual Renaissance Pleasure Faire, celebrating its 41st year, for seven weekends and Memorial Day, May 3 through June 15, 2003 — at the San Bernardino County Glen Helen Park. General parking is free for faire-goers (preferred parking is \$5.00). This year the 210 freeway has been extended, providing a direct route from the San Fernando Valley to San Bernadino County. Driving to the Renaissance Pleasure Faire has become much smoother!

Glen Helen Park is located off the 15, 215 and 210 freeways and is an easy drive from Los Angeles, San Gabriel Valley, Orange County, the Inland Empire, and San Diego — readily accessible from all of Southern California. Hours of the faire are 10 a.m. to 6 p.m.

Featuring 25 acres nestled on a 100-acre site, the faire is a 360-degree re-creation of an Elizabethan English country faire and marketplace. The spectacle surrounds you during the merrie day at the Renaissance Pleasure Faire. Join the spectacle of surprise; every faire day presents a different adventure to enjoy.

The faire boasts a remarkable cast of 1,000 performers; 250 artisan and craft booths; eight open air stages with simultaneous performances; a full-contact armored joust; street performances; hand powered rides; pageants, and a daily visit by Queen Elizabeth I herself. Five parades cross the "fairegrounds" throughout the day, including the "Call of the Faire" to open the day, and a closing ceremonial parade.

Entertainment abounds at the Renaissance Pleasure Faire. Follow Her royal majesty, Queen Elizabeth I, on her visit through the shire. Swashbuckling heroes, merry minstrels, jugglers, daredevils, belly dancers and thespians of every sort vie for your attention on seven stages of continuous performances.

For the 2003 season, the faire presents the following performing companies, including: Bold and Stu-



Welcome to the Faire! Much delight awaits Ye.

pid Men, Comedy Swashbuckling Duo; The Pox Beggards, a drinking group with a singing problem; Sound and Fury, Fine Fakespearean Players; The Suhaila Dance Company, nationally renowned Middle Eastern belly dance troupe lead by Suhaila Salimpour; the Hanlon-Lees Action Theatre enacting The Royal Joust, and the Belles of Bedlam, with their entertainingly bawdy songs.

The Sturdy Beggards' Mud Show® — rollicking laughter is the main attraction at this profoundly funny show. Join the two hearty pranksters in joyous fun as they play in the mud and tickle your fancy...Mud Pit Stage.

Hanlon-Lees Action Theatre — presents The Royal Joust returning to a 14th century jousting style, headed by Broadway and Hollywood stunt master, Kent Shelton. Members of the Hanlon-Lees Company, performing in the full-size, 2,000-seat arena, wield 10-foot lances, charge at each other at 20 miles an hour, and duel to the finish. The company performs a 14th century form of joust, using faster, more exciting quarter horses, instead of larger, dray horses.

Suhaila Salimpour Middle Eastern Dance — the second generation

in a pioneering family in the world of Middle Eastern dance — nationally known in this country, Europe and the Middle East.

Bold & Stupid Men — itinerant gentleman scholars duel with wit and rapier. Dashing and at the same time very foolish, they teach the audience how to woo a maiden fair and how incredibly simple it is to get into a duel — at the Maybower Theatre.

Sound & Fury® — marvelously funny fracturing of the bard's noble compositions, these renditions will leave you laughing in the aisles. These notable improv masters show their fierce talents to perfection in "Romeo & Juliet: The First Draft" on the boards of the Maybower Theatre, as well as presenting a bawdy rendition of "Tastecleese & Ye Sack of Rome" at the NC-17 Rogues Reef Stage.

There are many activities for children, including the Children's Storytime Theatre, in which the children can play their favorite roles, and enjoy tales from master storyteller, Michael Wordsmythe.

In addition to continuous entertainment, visitors will find hundreds

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## WINE REVIEW

## Sycamore Inn Wins Highest Wine List Award

The Sycamore Inn, the historic Rancho Cucamonga dinner house, has been awarded the California Restaurant Writers Association's highest award for restaurant wine lists.

Award winners were announced recently at the association's 35th annual banquet held at the Century Plaza Hotel in Los Angeles. More than 200 people, including restaurant writers, other journalists, and members of the restaurant industry attended the event.

The Sycamore Inn's four-star award is defined as "exceptional" by the writer's association.

Competitors for the awards are restaurants located in Southern California and others as far north as San Francisco, Napa Valley, and Sacramento.

The strength of the inn's wine list

is its size (more than 200 in the selection), as well as 35 different labels that are offered by the glass, judges said. Fine wines and hard-to-find varieties are also featured.

"To receive the highest award for wine lists given by the California Restaurant Writers Association, especially during our first year of operation of the inn is indeed an honor," said Chuck Keagle, the Sycamore's senior partner.

Keagle and his wife, Linda, bought and restored the famous restaurant about 18 months ago. Its history can be traced to 1848, when it opened as a stagecoach stop and one-room inn.

The wine list award is based on anonymous visits to restaurants by the association's members, who rate the es-

tablishment on food, décor, service, and wine list, said Lois Maganini, the association's office manager. The Sycamore Inn was also honored for its menu.

The inn's wine list also offers reasonable prices, according to the judges. Many of the wines cost less than \$30, and several current gold medal winners are available. The gold medal list includes Bonny Doon, Malvasia Bianca, which was judged best white wine at the 2002 Los Angeles County Fair's "Wines of the World" competition.

"I must admit that I have an advantage because I judge in several wine competitions and I am a member of the steering committee for the wine program at the fair," Keagle said. "This allows me to keep abreast of the current gold medal winners.

"Our wine list is a work in

progress, and will continue to evolve and expand as new viticulture areas, new wineries, and new vintages become available," he said. Last month alone, the restaurant added to its list such wines as Titus Cabernet Franc, Viader Cabernet Sauvignon, Chateau Lafite Rothschild, Penfolds Grange Shiraz, and J. Filippi Alicante Bouschet Port.

*The California Restaurant Writers Association's awards dinner is the organization's single fund-raiser event of the year. The association provides scholarships for students at several universities, including Cal Poly Pomona's Collins School of Hospitality Management.*

## EXECUTIVE NOTES

Riverside Metro Prevent Child Abuse Council voted **Adrienne Jaross**, program manager for the **Child Abuse Prevention Center** as their new chairperson. **Adrienne** has a history of working on collaborative projects with **PCARC**, as the two organizations often work closely together. This new partnership will bring new strengths to both **PCARC** and **CAPC** in the fight to educate on, prevent further, and ultimately end child abuse in Riverside County...**Gulshan Garg**, executive vice president and chief technology officer of **IndyMac Bank®**, the principal subsidiary of **IndyMac Bancorp, Inc.** (NYSE:NDE) ("IndyMac"), was recently named as one of *Mortgage Banking's 2003 Mortgage Information Technology (IT) All-Stars*. Fifteen industry leaders were chosen from a select group of 60. The panel of judges each nominated 10 people thought to be movers and shakers in the mortgage technology industry. The individual who received dual nominations were further considered for their contribution to the mortgage industry and leadership...**RBF Consulting (RBF)** has been ranked #76 in the top 500 engineering design firms in the United

States as reported by **Engineering News Record (ENR) Magazine**. This year marks the eighth year **RBF** has been ranked among the top 100 engineering design firms by **ENR Magazine** and commemorates **RBF's** upcoming 60th Anniversary...The **San Manuel Band of Mission Indians** have contributed \$3 million to **California State University San Bernardino** to create additional space for the university's **Cross Cultural Center** and develop endowments to fund scholarships, internships and diversity programs. As part of the agreement, the student union at **Cal State San Bernardino** will be named the **Santos Manuel Student Union**...Continuing to strengthen its level of wealth management expertise, **Glencrest Investment Advisors** adds **Catherine Marshall**, managing director, marketing and client services to its professional team. "**Catherine** adds critical depth to **Glencrest**," said **Dr. Tom Steffanci**. "Her extensive background in bank lending and financial analysis makes her the ideal person to expand the range of services to our clients." **Marshall** brings more than 20 years of money management and lending experience across all fields, including construc-

tion, commercial business, real estate and investment properties. In her new role with **Glencrest, Marshall** will strengthen the integration of personal and business lending, money management, and financial and retirement planning, allowing clients to take advantage of a more complete menu of wealth management services...**Waddell & Reed** is pleased to announce that **Janice M. Wheeler** has been

promoted to senior financial advisor. **Wheeler** has been with the firm for five years, where she has served as a financial advisor to the Inland Empire and North Orange County areas. **Janice's** expertise is in the area of financial planning for owners and executives of growing business. Her ethics, knowledge, and comprehensive approach to her client's goals formed the groundwork for her promotion.

## Just How Are Servers Serving You?

*continued from page 15*

Still, many of us refuse to break the cellophane on the instruction book. For us, Kermanikian points out, much of the needed information can be found online. Many of these instruction programs will actually walk you through it. Rather than read the manual you can turn the thing on and it will say, "What do you want to do?" "These are your options." And you get launched from there.

Even so, there are "For Dummies..." books and "Teach Yourself..." books and the end result is that what ever intimidates you can be over-

come in some manner from some source that you are comfortable with. Another important point here is that Microsoft confesses to formerly adding technology to its products simply because it could. Today, it tries to be more customer driven. It was the customer's demands, for example, that made newer products more secure and virus-proof. In the post 9-11 business world, Microsoft developers have been taken out into the sunshine and put through training on security and identity theft controls.

Is it foolproof? No. But what is? As soon as someone develops a new lock, someone figures out how to get past it.

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## GOLF SUPPLEMENT

## Ayala Golf Center Celebrates Grand Re-opening in Chino

## Devastated by January Windstorms, Facility Redesigned, and Upgraded

Ayala Golf Center will celebrate its grand re-opening on Sat., May 31, unveiling to the public a completely redesigned driving range and target greens. The public golf practice facility closed in mid-March for renovations following the extensive damage it received in the January 2003 windstorms.

"The improvements and upgrades to our center make it the best practice facility in southern California by far," said Paul Lambert, general manager. Ayala Golf Center is located at 5575 Edison Ave.

A formal re-opening ceremony will take place at 1 p.m., Sat., May 31, with representatives of the City of Chino on

hand to commemorate the occasion.

Major renovations to the facility include a new driving range designed by noted golf course architect Casey O'Callaghan. The range features six large, elevated, bunkered target greens for increased visibility, as well as enhanced Range Turf to simulate real grass. The center also boasts 40 new mat tee stations and 14 new grass tee stations, as well as an 8,000-sq.-ft. Bentgrass putting green and a natural grass chipping area with sand traps.

Services offered by Ayala Golf Center include loaner clubs, as well as private and group golf lessons through the Ayala Golf School.

The golf school staff is made up of five instructors, including members of the National Golf Foundation (NGF) and the Professional Golfers Association of America (PGA), who can provide golfers with individualized instruction and analysis to develop and improve swing technique.

Refreshments are available onsite. Additionally, visitors can purchase custom fitted golf clubs, accessories and repairs through Ayala's onsite Strokes® Golf pro shop.

Ayala Golf Center also features nine lighted, outdoor batting cages.

The fully automated cages allow for practice with slow pitch soft balls

or hard balls at speeds from 45 to 85 miles per hour. Bats and helmets are provided and team rates are available.

Discount packages are available for the batting cages or driving range. In honor of the re-opening, Ayala Golf Center will offer special rates, demonstrations, and clinics from 7 a.m. to 9 p.m. on Sat., May 31 and Sun., June 1.

*Ayala Golf Center is open Monday through Friday, 9 a.m. to 9 p.m., and Saturday and Sunday from 7 a.m. to 9 p.m. For more information, visit [www.ayalagolfcenter.com](http://www.ayalagolfcenter.com).*

## REAL ESTATE NOTES

C.G.U. Capital Group, represented by **Teresa Knight** of **NAI Capital Commercial**, has purchased a 41,276-sq.-ft. industrial building at 2888 Spruce Street from **Oun Oi Wei**. The value of the transaction was \$2,685,000. The freestanding building is located on a corner parcel. The seller was represented by **Joe Lin** of **CB Richard Ellis**...The **Riverside County Board of Supervisors** approved a \$5 million grant from the **Wildlife Conservation Board**. The \$5 million in grant funds from the **Wildlife Conservation Board** will be used to acquire an 884-acre property. The property is located east of Highway 371 and north of the San Diego County Border in the Wilson Creek area. By purchasing the land, **Riverside County** will preserve the habitat for wildlife. An important species that will be helped by this acquisition is the **Quino Checkerspot Butterfly**...**Lennar Communities** has selected **Leighton and Associates** to provide geotechnical-consult-

ing services on the development of **Harveston**, the residential developer's new Temecula master planned community. According to **Bob Riha**, this project extends beyond the scope of residential development. "It encompasses elements of commercial development, high-density and single-family housing as well as public infrastructure improvements." The master-planned community is expected to be completed in 2006...**J.L. Hare Associates**, a Santa Ana-based entitlement and permit management company, has opened an office in Corona to cater to the needs of developers and general contractors building in the Inland Empire. The **J.L. Hare Associates** office located at 250 E. Rincon St., Suite 108, in Corona, can accommodate five project managers...**AMC Theatres** is joining the roster of anchors for **Victoria Gardens**, the 1.3 million-square-foot, regional, open air lifestyle and entertainment center being developed by **Forest City Enterprises, Inc.** and **Lewis In-**

**vestment Company, LLC** in the heart of the Inland Empire. **AMC** plans a state-of-the-art, 16 screen megaplex in the theatre entertainment district of North Main, with the technology and amenities that today's sophisticated moviegoer has come to expect, including plush, wide loveseat style seating with cup holder armrests and all digital sound...**Riverside County Board of Supervisors** approved a loan of \$750,000 with the **Cathedral City Heritage Park, L.P.** **Cathedral City Heritage Park, L.P.** will use the funds to pay for a portion of the construction costs for a 153-unit rental-housing complex. The complex, to be located on a 5.81 acre site in Cathedral City, will be for independent living seniors age 55 and over. **Cathedral City Heritage Park, L.P.** will have a mix of 144 one-bedroom units and nine two-bedroom units. It will also include the development of a 2,000-square-foot community building with a community meeting room, kitchen, restrooms, laundry

facilities, swimming pool and spa...**CDM Group, Inc.** is pleased to announce that it has completed a 2,945-square-foot lease between **Plaza del Rio, LLC**, as lessor and **La Cresta Medical Group, Inc.**, a **California Professional Corporation**, as lessee for three years. The medical group is located at 28999 Old Town Front Street, Suites 203/207, Temecula. **Patti Nicholls**, of **CDM Group, Inc.** represented the lessee and lessor in this transaction...The sale of the **Hollenbeck** office building was announced by **Kevin Assef**, regional manager for the Ontario office of **Marcus & Millichap Real Estate Investment Brokerage Company**. The property sold for \$2,577,000. **Doug McCauley**, **Drew Wetherholt**, and **Jamie Harrison** of **Marcus & Millichap's** Ontario office represented the principals. The property is an office building located at 2155 E. Garvey Avenue, West Covina.

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## MANAGER'S BOOKSHELF

### "Cookin' the Books: Say Pasta La Vista to Corporate Accounting Tricks and Fraud,"

by Don Silver; Adams-Hall Publishing, Los Angeles, California; 2003; 165 Pages; \$15.95.

Here is a "how-to" book that is refreshingly candid. The author freely admits that its structural premise is totally fictional.

That's important in a book about understanding the impact of greed on modern corporate accounting practices. The use (and misuse) of these practices has become the basis for many major works of business fiction. These include investment analysis reports, balance sheets, investment promotional literature and that perennial favorite: *The Annual Report to Shareholders*.

Unfortunately, most investors will find that the only part of the book that is fictional is the mode of telling the story chosen by author Don Silver, a CPA, attorney, and technical writer. He has used the phrase "cookin' the books" as the basis for presenting a man who is a gourmet chef and a frequently burned investor. The man is ostensibly Silver's father. Silver admits, however...

"This is a work of fiction. My dad wasn't a gourmet chef like the one in the book. My dad did have an uncanny ability with the stock market. He could tell when a stock was at its high (he'd buy it) and when it had reached its low (he'd sell it). This was no fluke since I saw him do this time after time."

Silver explains each phase of the book through the ancient, though still effective, technique of dialogue between the gourmet chef father and the

neophyte son. For example, he sets up the entire thrust of the book and the origin of its title in this father-son discussion. "Here are four ways to make a company (and its stock) more valuable: number one, increase revenues; number two, reduce expenses or number three, do both." He stopped talking. "I said, 'I thought you said there were four ways. You only named three.'" He continued. "The fourth way isn't legitimate. It's manipulating a company's books and records to make it appear that revenue is increasing or expenses are decreasing. That is what is generally meant by cooking the books."

The author has structured the book into several basic segments with four portions at its core. These are: "Four Basic Corporate Recipes for Cookin' the Books; 10 Ways Corporations Cook Revenues; 10 Ways Corporations Cook Expenses; and A Financial Self-Defense Manual, 20 Tips for getting Around the Corporate Kitchen."

Although the cooking metaphor does get a bit old from time to time, it mostly holds up throughout the book. The commentary is insightful and clever, even though the quotes from "My Dad, the Head Chef," at the beginning of each segment tend to lapse from the clever to the overly cute. Here's an example: "The only real difference between cookin' revenues and

cookin' expenses is that you use different financial utensils. They both leave a bad taste in your mouth."

On the other hand the author explains rather abstract concepts in easily understandable terms. Consider this actual quote in the *N.Y. Times* on July 24, 2002, from Warren Buffett, CEO of Berkshire Hathaway and one of the wealthiest men on the planet:

"There is a crisis of confidence today about corporate earnings reports and the credibility of chief executives. And it's justified."

If you need an easier way to understand what's happening in the executive suite, "Cookin' the Books" may be what you're looking for.

— Henry Holtzman

## Best-selling Business Books

Here are the current top 5 best-selling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "Execution: The Discipline of Getting Things Done," by Larry Bossidy & Ran Charan (Crown Publishing...\$27.50) (2) Why executing a plan well is the true core of every business.
2. "Good to Great," by Jim Collins (HarperCollins...\$27.50) (1)\* Climbing the steps from being good to being great.
3. "The Extraordinary Leader: Turning Good Managers Into Great Leaders," by John H. Zenger (McGraw-Hill...\$27.95)(4) Transforming process-oriented people into goal-oriented leaders.
4. "Leadership," by Rudolph Giuliani (Hyperion...\$25.95) (3) What it takes to lead organizations in a time of crisis.
5. "Managing Up: How to Form an Effective Relationship with Those Above You," by Rosanne Badowski (Doubleday & Co...\$23.95)\*\* The importance of anticipating your boss' future actions.

\*(2)— Indicates a book's previous position on the list.

\*\* — Indicates a book's first appearance on the list.

## The Power is in the Process

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the "flow." This process continues until the group reaches the endpoint or "grand opening."

Try to make the meetings as fun as possible. This is a lot of information, and the meetings can be grueling. Break them up with a few stories and exercises to get them moving and help them recharge their batteries.

### The Proof is in the Profits

The next question is why are some of the boxes yellow in the process map? The yellow boxes represent overhead costs that the group has identified as "waste" or move-

ments that they would like to minimize or eliminate. This is where process mapping derives its power. The power is in the ability of the group to apply lean thinking principles to streamline an existing process.

Several retailers have been amazed at the results they can achieve by applying lean thinking principles to the building and remodeling of stores. Jim Tyson from Pier 1 told a packed audience at the International Mass Retail Association Conference that Pier 1 had saved an estimated one million dollars per year by applying lean principles to the new store opening process.

They started with a process map, and taught their new store opening group the seven forms of waste:

- Correction

- Excess Inventory
- Unnecessary Processing
- Conveyance
- Excess Motion
- Waiting
- Overproduction

The secret to Pier 1's success is that they did not bring their egos to the meeting. No one owned the old process. They seemed willing to put EVERYTHING on the chopping block, and the results have been spectacular.

Another key to Pier 1's success was that no one feared that they would lose their job if the streamlining process was a success. They did, however, avoid adding two new positions which had been planned to handle the growing workload in the purchasing department.

Pier 1's story is typical of organizations that dedicate themselves to process improvement. Rather than trying to eliminate people, think about the opportunities to put them to more productive use once you put an end to the fire-fighting atmosphere. Process mapping is the first step to convince people that it needs to be done, and to highlight the low hanging fruit.

*Pam Mitchell is president of Strategic Pathways, Inc. in Dayton, Ohio. She is a strategy coach, customer symposium facilitator and speaker working with companies that want to improve their profitability by becoming more valuable to their customers. She can be reached at (937) 293-6640 or pam@strategicpathways.org.*

## EXECUTIVE TIME OUT

### ROME ... FOREVER ETERNAL

by CAMILLE BOUNDS, Travel Editor

Romans can convey as much meaning, passion and emotion with facial expressions and body language as with their uttered words — often more. It is possible for two Romans to carry on a conversation across a street from one another and, in spite of impenetrable traffic noise, communicate simply with gestures and grimaces.

Their city is much the same, its appearance speaks volumes; it is a city of legend, a city steeped in history.

#### History and Legend

Trying to separate Rome's history from legend is almost an impossibility. According to legend, Rome was founded by the twin brothers Romulus and Remus. In the coat of arms of the city today, you can see the two as babies. The theory is that Rome is named after Romulus.

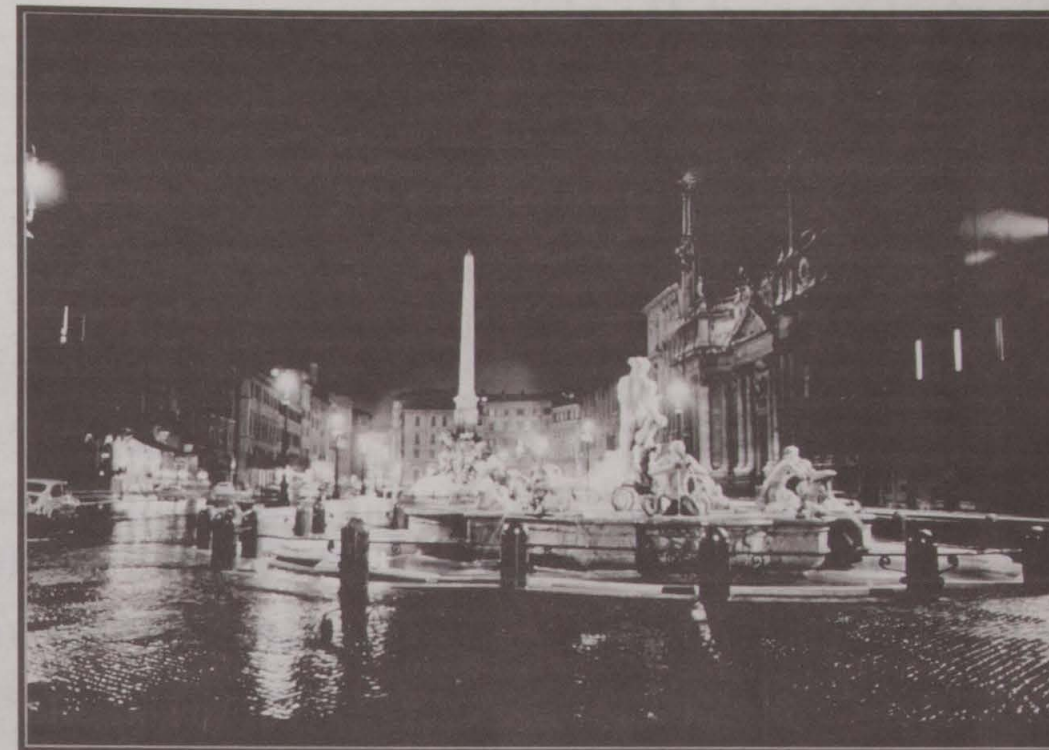
History tells us that in the beginning Rome was ruled by kings. In the sixth century B.C., the heads of the Roman families of noble birth formed a republic which was to last for 500 years.

Rome grew from a city into a state, and its people became masters of architecture, administration and warfare. Their palaces, bridges, aqueducts and roads were built with such excellent, exacting skill that most are still standing today.

It was not until the 15th and 16th centuries that a great new era of art and learning, the Renaissance, was introduced into Europe through Rome. The popes used their wealth to employ some of the world's most outstanding artists to rebuild their churches and palaces. It's a legacy that has made Rome one of the most beautiful cities in the world today.

#### Rome — A City to be Savored

Rome is a city built to be looked at. Its splendid streets were designed expressly as a setting fit for daily pomp and ceremony. Piazzas like theatrical sets were the delight of powerful popes and of the architects they commissioned to adorn their city. Laid out to impress pilgrims, envoys



Three beautiful fountains sculpted by Bernini create a magical wonderland at night in Piazza Navona.

Photo by Camille Bounds

and foreign rulers visiting the city, the Piazza del Popolo was the first sight to greet the eyes of a traveler arriving from the north; and the Piazza San Pietro met the visitor approaching St. Peter's Basilica.

#### The Tiniest Country in the World — Within a Magnificent City

Vatican City is a small but wealthy and powerful state. Here the pope is absolute ruler. The smallest state in the world is located on 108 acres on a hill west of the Tiber River. A high, thick wall separates this mighty little country from Rome. More than 2,000 people live and work here—operating their own newspaper, post office and mint. They even have their own flag, and a few of their enterprising businesses include a mosaic workshop, a power plant, a print shop, an observatory and a model railway station.

This little but mighty country is the home of St. Peter's Basilica, where the Sistine Chapel, the private chapel of the popes, and its famous ceiling can be found. Michelangelo spent four years lying on his back on scaffolding to paint the famous ceiling that he covered with the largest painting ever to be completed by a single artist. This genius of his time also created the stunning statue, La Pietà, that is also located within these walls. (This is one version of three he created. Another can be found in Florence and another in Milan).

Beautiful gardens, eight museums, five galleries and libraries containing the finest collection of rare books, ancient manuscripts and historical documents in Europe are located within this tiny, self-sufficient city. It is guarded by its own small army of well-trained Swiss Guards who still wear the colorful uniforms designed by Michelangelo.

#### Fountains, Fountains Everywhere

You will notice while in Rome that the sound of water is always present. There are between 300 to 400 fountains of every size and shape all over Rome. Following the Renaissance, popes rebuilt the aqueducts and the master sculptors and artists of that era left Rome with a legacy of the most beautiful collection of fountains

found on earth.

One of Rome's most famous landmarks is the spectacular Trevi Fountain, (Fontana di Trevi), sculpted by Nicola Salvi in the 18th century. You must throw a coin into the water so you will be sure of returning to this glorious city some day.

The Piazza Navona is the showplace for three beautiful fountains sculpted by Bernini. The Fountain of Four Rivers is a wonderful display of his creative genius, completed in 1651. Another of his stunning works can be found at the bottom of the renowned Spanish Steps, the Fountain of the Barcaccia (the Old Boat). This fountain is in the shape of a boat that is said to mark the spot where a barge washed up when the Tiber overflowed.

#### A Place for Relaxing

The Spanish Steps is a delightful place to visit with the intent to relax and people watch. It is a favorite of Romans and tourists alike. Ironically, it was built with funds supplied by the French. There are 137 Spanish

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## TRAVEL &amp; LEISURE

## Ontario Convention Center and Visitors Bureau Posts Record Bookings

The Ontario Convention and Visitors Bureau announces its booking pace comparison marks 128 percent growth over the past 12 months. The Ontario Convention Center (OCC) rental alone has increased by 44 percent in the same year. "We're on an up tick—our sales team booked 10 city-wide conventions with four more pending," stated Amita Patel, OCVB's director of sales and marketing. "And it comes on the heels of six multi-year contracts representing 7,175 rooms booked and nearly \$300,000 for convention center rental—an all-time high."

City-wide organizations that have booked OCC include the Greek Orthodox Youth Folk Dance Festival, the California Park and Recreation Society, the California Elks Association, Most Worshipful Prince Hall Grand Lodge, and COPS West.

Clients who signed multi-year contracts include: the Academy of Model Aeronautics, the Southern California Clogging Association, American Contract Bridge League, Christian Home Educators Association, Job Shops, and the California Association

of Skills. Some multi-year contract agreements state they plan to use OCC until 2006.

The Ontario Convention and Visitors Bureau provides economic stimulation to the community by bringing conventions, tradeshows, consumer shows and tourism to the city of Ontario. The Ontario Convention Center hosts these corporate events, while also serving as the venue for social, entertainment and community events. Contemporary in design and one of the most technologically advanced fa-

cilities in the nation, the convention center boasts more than 225,000 total square feet.

An ideal venue for conventions, tradeshows, exhibits and meetings, the center provides a full-range of high tech services, including video-conferencing, satellite capabilities, computer networking and Internet access. For more information about the Ontario Convention Center, go to [www.ontariocvb.com](http://www.ontariocvb.com) or call 909-937-3002.

## I.E. Journal's Georgine Loveland Named SBA Small Business Journalist of the Year

Georgine Loveland, editor of the Inland Empire Business Journal, received the Small Business Journalist of the Year, Santa Ana District Office of the U.S. Small Business Administration award, during the annual luncheon on May 14 in the Riverside Convention Center.

Loveland's interest in the small business person began in Easton, Pa., where she watched as her father created advertising for the small business he managed. She also worked in many small retail stores and learned early on how difficult the road of the small business person can be.

As an adult, she and her late husband, Jim Loveland, operated a landscape contracting company and plant market in Westfield, N. J. Not long ago, in Sunnyvale and San Jose, she started a tutoring business, specializing in English as a second language and worked with Chinese students from age four to 54. "My students taught me far more than I ever taught them," Loveland commented... "and, the food was great, but I lost money—my students kept returning to China!"

She also missed the newspaper business. Her background is in weekly news in Northeastern Pa., where she was senior writer and general assignment reporter of *The Weekly Al-*

*manac* in Honesdale, Pa. In California, she kept interviewing everyone she met and soon decided it was time to return to journalism.

Loveland came to the Inland Empire due to her cousins' efforts to find a job for her so she would live closer to them, she said. Sherry and Michelle Gomez of La Puente, scoured the newspapers until they found a small classified ad advertising the position for then, assistant editor, for the *Inland Empire Business Journal*.

She has found a home in the Inland Empire and a platform from which to support large and small businesses, at the Journal. "I love the people in Southern California and feel more welcome and more at home here (she lives in Ontario) than anywhere else I've lived. And, it doesn't snow in the valley. Flowers bloom all year! When I first came here, I was amazed. It's wonderful."

"I want to thank Sondra Olvera who nominated me for this award and worked so hard on the presentation; the entire staff at the Inland Empire Business Journal and the many special people who welcomed me in the beginning and continue to grace me with their support. This would not have happened without you... Thank You All."



Georgine Loveland, at left and Sandy Sutton of the SBA

## Inland Empire Motorcycle Dealers

Ranked by Gross Sales

Company Name Address City, State, Zip	Gross Sales \$ Amount May 2001 - April 2002	Product Lines	Years in Inland Empire	# of Salespersons Total Employees	Owner	Top Local Executive Title Phone/Fax E-Mail Address
1. Malcolm Smith Motorsports 7563 Indiana Ave. Riverside, CA 92504	11,000,000	Yamaha, Suzuki, Sea-Doo, KTM, BMW, Ducati	32	11 52	Malcolm Smith	David Rees General Manager (909) 687-1300/687-3819 info@malcolmsmith.com
2. Yamaha of Cucamonga Inc. 9760 Foothill Blvd. Rancho Cucamonga, CA 91730	4,000,000	Motorcycles, ATV's, Watercraft, Scooters, Generators	31	2 6	Jay & Scott Conaway	Jay Conaway Owner (909) 987-2411/987-5432 yoc@yocrac.com
3. Callaway Motorsports 1575 University Riverside, CA 92507	WND	Honda, Kawasaki, Polaris	18	7 20	David Callaway	Paul Dumrauf General Manager (909) 683-8839/784-4715
4. B & B Cycles 13815 Park Ave. Victorville, CA 92392	WND	Honda, Yamaha, Sea-Doo, Polaris	29	3 11	Rich & Jim Barnes	Rich & Jim Barnes Owners (760) 241-7387/241-7388 bbcycles@aol.com
5. Chaparral Motorsports 555 S. "H" St. San Bernardino, CA 92410	WND	Honda, Yamaha, Suzuki, Kawasaki, Bombardier MIC, ATV, Scooters Watercraft, Trailers	22	28 225	Dave Dameron	Todd Baldwin Sales Manager (909) 889-2761/386-7340
6. Doug Douglas Motorcycles 24769 5th St. San Bernardino, CA 92410	WND	Triumph, Ural, ATK, Carter Go Carts	40	1 1	Doug Douglas	Doug Douglas Owner (909) 884-4776/384-1096 ddmc@att.com
7. Honda Yamaha of Redlands 405 W. Redlands Blvd. Redlands, CA 92373	WND	Honda, Yamaha, Excelsior, Honda Power Equipment	32	3 10	Sonrex Inc.	Greg Jellison General Manager (909) 793-2833/793-2474
8. Pomona Valley Harley-Davidson/Buell 8710 Central Ave. Montclair, CA 91763	WND	Harley-Davidson, Buell	63	12 34	Barbara E. Pennell, David A. Pennell	Barbara E. Pennell CEO/President (909) 981-9500/706-4501 administration@pvhd.com
9. Pomona Valley Kawasaki 1170 Holt Ave. Ontario, CA 91762	WND	Kawasaki, KTM, Tigershark	22	2 10	Ken Carter, Kindra Carter	Ken and Kindra Carter Owners (909) 983-5988/984-7082 pvk@earthlink.net
10. Pro Cycle Parts, dba Corona Yamaha 1245 Pomona Rd. Corona, CA 92882	WND	Yamaha	5	5 16	Lynette Davis	Lynette Davis President/Owner (909) 738-8111/738-0531 coryamaha@aol.com
11. Skip Fordyce Harley-Davidson/Buell 7840 Indiana Ave. Riverside, CA 92504	WND	Harley-Davidson, Buell	61	5 38	Dabney Family	Jay Dabney President/CEO (909) 785-0100/689-8503 info@skipfordyce.com
12. V-Twin City 802 Towne Center Dr. Pomona, CA 91767	WND	Hy-Breed Cycles: Big Dog, Ultra, American Eagle-Titan, Pre-Owned Harleys, Pro-One	14	4 10	Manny & Rose Luby	Manny Luby President (909) 399-3595/399-0832 v-twincity@earthlink.net

N/A = Not Applicable WND = Would Not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Jerry Strauss. Copyright 2003. This list appeared in the June 2002 issue of the Inland Empire Business Journal.

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## ROME ...

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Steps that ascend to a square on the top that is the home of the Church of Trinita dei Moni. The British poet John Keats was said to have lived and died (1821) in a house nearby, at the bottom of the steps.

### A Glorious Antiquated Attraction

The ruins of the Colosseum, majestic even in decay, was also known as the Flavian Amphitheater, considered Rome's most famous monument. Built by Emperor Vespasian about 2,000 years ago, it was built to hold 50,000 spectators.

The monument has been in great disrepair for years. Restoration attempts are continuing, but it is diffi-

cult for visitors to imagine what its ancient appearance was like. On the second level, there is a scale model of what the Colosseum looked like originally.

Besides being used as a fortress at one time, it was also a stone quarry during the Renaissance era where huge pieces of rock and most of the marble was pilfered to build palaces and churches.

### Rome Goes On and On and On ...

Rome is impossible to completely cover in a month or even two—let alone a two-week vacation. (I have just touched on a part of her history and elegantly beautiful areas.) See and enjoy as much as you can—remember there are thousands of years of history, legends and myths to for-

age through. Keep in mind the old cliché, "Rome wasn't built in a day," and you will understand why you'll need more time to feel the true heart of this remarkable city.

### How to Get There

Alitalia, United, Delta, Continental and Air Canada offer connecting flights from LAX. A few cruise lines have Rome as a port-of-call on their itineraries. A good travel agent can set you up with great packages, cruises and flights.

### For Your Information:

When shopping in Rome: Remember Italian shoe sizes are the American size plus 31 (size 5 becomes size 36). Dress sizes are your American size plus 32 (size 8 becomes size 40).

Best time to visit: Spring and fall (April through October). Summers are very hot but not altogether unpleasant.

Tipping in Rome: In restaurants a 15 percent service charge is usually added to your bill. If service is extraordinarily good, giving five percent more is appreciated. Remember theater ushers expect 500 lira per person.

Duty free shops: Not such a bargain most of the time. Be careful.

Entry requirements: Valid passports for American citizens. Visas are not required for a stay of 90 days or less.

Camille Bounds is the travel editor for the Inland Empire Business Journal and the Western Division of Sunrise Publications.



## RENAISSANCE PLEASURE FAIRE!

*continued from page 39*

of artisans and crafts people selling a wide selection of wares, from delicate jewelry to sturdy handmade furniture.

The faire offers a chance for all to watch these craftsmen, some of the finest in California, practice and create their special artwork. Twenty six of these vendors have demonstrations, including glass blowing, paper making, coin striking, wood turning, weaving and bronze fabrication. There are also stuffed animals, metal sculpture, wooden mugs, pottery, fine art, leather masks, and handmade candles available.

Throughout the faire, revelers can enjoy home-made gourmet food and drink. Five refreshment stands offer a full selection of hearty English and domestic ales, wines from local vintners, domestic beers, hard ciders infused with pear, raspberry and apple, soft drinks and juices.

Each afternoon at 1 p.m. and 4 p.m., the faire hosts a wine tasting in the wine garden, located next to the Royal Oak drink stand. Here, with the purchase of a commemorative wine glass, visitors are led on a wine connoisseur's exploration discovering the spicy fruit of a cabernet or the smoky oak of a chardonnay.

Seventeen gourmet food purveyors offer heaping portions of traditional English fare such as: shepherd's pye, fish and chips, toad-in-a-hole and sausage bangers. Others provide more exotic foods including: falafel, chocolate dipped berries, fruit ices, and "lang tegine," an authentic Tunisian dish. Fifteen tons of turkey legs and 1,000 barrels of beer were consumed by fairegoers last year. There is also vegetarian cuisine, and healthy food choices are available.

Begun in 1963 in Augora, near Malibu, to create "living history" for school children and their families, the Southern California Renaissance Pleasure Faire has grown into an annual interactive playground and gallery for more than 200,000 participants and guests.

The Renaissance Pleasure Faire also provides a venue for the wedding of your dreams! They provide a private ceremony and reception site

within the faire, along with on-site coordination. The wedding garden has a beautiful floral arch, wooden tables (and benches), burgundy tablecloths, tapestry table runners, and dried or silk flower arrangements on every table. Their services include: coordination, ministers, catering, beverage planning, entertainment, and costumes. The wedding contact is Laurie Poel who may be reached at 909-880-6211 x 230.

The faire is now located in a permanent setting, which has allowed the event to enrich the site with increased seating, shade trees, canopies, water garden and English gardens. Since its inception, more than 5,000,000 people from around the world have visited the Southern California Renaissance Pleasure Faire, averaging approximately 25,000 each weekend. For tickets and information please call (909) 880-0122 or go on-line at

[www.RenFair.com](http://www.RenFair.com). Tickets are also available at the box office during days of operation. Adults are \$18.50; children (5-11 years old) \$8.50; children under 5 are free; seniors, students, and military with i.d. are \$15. Fairever season passes are available at \$75 for adults and \$45 for children and are good for the entire run of the faire.

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# 3 Easy Steps To Find New Prospects Your Phone Will Ring!

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## Six Principles for Strategic Leadership Retreats

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report on their actions. This type of commitment increases the likelihood of things getting done.

Once back at the office, remem-

ber: "That which you hold people accountable to do gets done." Everything else is a list of nice things. Have people report on their progress in staff meetings and one-on-one interactions.

By connecting business results to what happened at the retreat, the team becomes more motivated because they see that their efforts paid off.

In summary, create a powerful retreat by taking the time to prepare and

involve people. Don't underestimate the critical role of preparation. Take the time to do it right. For key meetings, enlist the expertise of a skilled facilitator. And remember, to accelerate progress after the retreat, follow up in staff meetings and one-on-one conversations. An old adage about life applies to retreats, "You get out of a retreat what you put into (it)."

*Dave A. Jennings, Ph.D., is a speaker, consultant, and author specializing in leadership, communications, and change resilience. He helps organizations build more effective teams and increase bottom-line results. Dave has worked with leaders around the world with such clients as Mobil, Hewlett-Packard, and Microsoft. Contact him at 1-888-992-1212 or www.business-acumen.com.*

## IEUA Headquarters Construction Stays on Schedule

continued from page 1

sive imported water – which results in lower water bills, event leaders explained.

"IEUA is committed to helping the Chino Basin develop cost-effective and reliable renewable energy sources that will meet the region's future power needs," said Richard Atwater, IEUA's chief executive officer. The agency's new headquarters will showcase various green power technologies – solar panels, the use of biogas as fuel, and "super" efficient power generation systems that are 60 percent more efficient than existing state requirements. IEUA currently leads the nation with its new RP-5 Renewable Energy Project, said Atwater, where new power is being generated using dairy cow manure (methane gas) as a fuel source.

IEUA and its local water suppliers are implementing aggressive local conservation, recycling, and groundwater storage and recovery projects and are encouraging their residents and businesses to use available recycled water for outdoor irrigation and industrial uses, in order to help drought-proof the Chino Basin economy. The agency's local water suppliers tailor incentive programs and water education efforts to their specific customer's needs. Included among conservation incentives are: low flow shower heads, free toilet exchanges, rebates on pressurized water brooms, high-efficiency clothes washers and pool covers.

"IEUA will continually look for innovative ways to get water users to become more efficient water users," said Hill.

—(Reprinted with permission from the Inland Empire Utilities Agency's publication, *The Chino Basin Update*.)

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COMPLETE TRANSPORTATION SERVICES, 34882 AVENUE G, YUCAIPA, CA, 92399-5014

AFFORDABLE HOME LOANS, INC., 370 W 6TH ST STE 110, SAN BERNARDINO, CA, 92401-1133

BRAIDS BY MIASHIA, 133 E HIGHLAND AVE, SAN BERNARDINO, CA, 92404-3603

D&R INVESTMENTS, 2665 FREMONTIA DR, SAN BERNARDINO, CA, 92404-3942

ROSEMEAD INSURANCE AGENCY, INC., 1505 N WATERMAN AVE, SAN BERNARDINO, CA, 92404-5110

POOL TYME, 1152 DEVORE RD, SAN BERNARDINO, CA, 92407-1316

ILLA-NOISE ENTERTAINMENT, 4405 SYRACUSE DR, SAN BERNARDINO, CA, 92407-3355

CHIVALRY POV MANAGEMENT, 4057 N F ST, SAN BERNARDINO, CA, 92407-3409

ILLA NOIZE RECORDS, 4575 LITTLE MOUNTAIN DR, SAN BERNARDINO, CA, 92407-4917

KITTY & BETTY, 500 INLAND CENTER DR # 356, SAN BERNARDINO, CA, 92408-1802

AMERITRANS, 222 S RANCHO AVE SPC 89, SAN BERNARDINO, CA, 92410-2176

WORLD'S EDGE INVESTMENTS, 4195 CHINO HILLS PKWY STE 470, CHINO HILLS, CA, 91709-2618

YOUNG WOLFE COMPUTING, 4254 IRONWOOD DR, CHINO HILLS, CA, 91709-3795

ACTION LIMOUSINE SERVICE, 3874 PHILADELPHIA ST, CHINO, CA, 91710-2071

JONATHAN'S COMPUTERS, 12330 COLONY AVE, CHINO, CA, 91710-7801

PHOTO TRANSFERS & MORE, 9560 PEPPER ST, RANCHO CUCAMONGA, CA, 91730-1335

IF FIGURES OF RANCHO CUCAMONGA, 7890 HAVEN AVE, RANCHO CUCAMONGA, CA, 91730-3051

MDI SECURITY SYSTEMS, 9518 9TH ST, RANCHO CUCAMONGA, CA, 91730-4568

US TOURNAMENT GOLF LLC, 10808 STAMFIELD DR, RANCHO CUCAMONGA, CA, 91730-6607

AMERICANA DAY CREEK, 2060 S WINEVILLE AVE, ONTARIO, CA, 91761-3633

DE-LIGHT INTERNATIONAL, 720 S MILLIKEN AVE STE H, ONTARIO, CA, 91761-7879

ACCESS CERTIFIED WELDING, 1343 N JASMINE AVE, ONTARIO, CA, 91762-1040

SPECIALTY CONSTRUCTION, 531 S OAKS AVE, ONTARIO, CA, 91762-4020

CENTRAL PRO-INSURANCE SERVICES, 4471 HOLT BLVD, MONTCLAIR, CA, 91763-4116

NATALIE'S WEDDING FORMALS, 116 E B ST, ONTARIO, CA, 91764-4102

TRUE EMOTIONS PHOTOGRAPHY, 1042 N MOUNTAIN AVE # 556, SAXELBY, UPLAND, CA, 91786-3695

D L T ICE CREAM, 1445 E FOOTHILL BLVD SPC 26, UPLAND, CA, 91786-4054

LIQUID EFX, 135 N BENSON AVE STE B, UPLAND, CA, 91786-5612

JJS CONSTRUCTION, 173 W 8TH ST, UPLAND, CA, 91786-6504

MATERIAL RECYCLING, 6833 1/2 PINE AVE, TWENTYNINE PALMS, CA, 92277-3335

TRI-VALLEY REALTY, 56659 29 PALMS HWY STE A, YUCCA VALLEY, CA, 92284-5227

ALL COMPANY CLAIMS, 19761 HUASNA RD, APPLE VALLEY, CA, 92307-1616

NAIL INK, 18888 US HIGHWAY 18 STE 105, APPLE VALLEY, CA, 92307-2315

B & K AUTOMOTIVE, 22367 US HIGHWAY 18, APPLE VALLEY, CA, 92307-4312

HIGH DESERT CLEANING, 13794 WAWONA RD, APPLE VALLEY, CA, 92307-6014

WESTERN STATE APPRAISERS, 13535 PAWNEE RD STE 3, APPLE VALLEY, CA, 92308-5751

DT TAILORING, 20786 BEAR VALLEY RD STE I, APPLE VALLEY, CA, 92308-6909

CASTLE DRYWALL, 11818 FLYING FEATHER RD, APPLE VALLEY, CA, 92308-7514

HILL VIEW FARM, 21872 MOJAVE ST, APPLE VALLEY, CA, 92308-8481

MITCHS MOJHAVE ROCKS/GEMS, 9838 CENTRAL RD, APPLE VALLEY, CA, 92308-8501

BARSTOW RETIREMENT PLAZA, 501 W BUENA VISTA ST, BARSTOW, CA, 92311-2710

WEST COAST PAINTLESS DENT REPAIR, 11815 HONEY HILL CT, GRAND TERRACE, CA, 92313-5326

FAMILY MEMBERS INVESTMENT GROUP, 9714 VINE ST, BLOOMINGTON, CA, 92316-2037

A&C AUTO REPAIR, 1443 N LA CADENA DR, COLTON, CA, 92324-2301

NO WAY RECORDS, 1966 PEPPER TREE DR, COLTON, CA, 92324-4570

HAIR 4 LESS, 9565 SIERRA AVE, FONTANA, CA, 92335-2414

FONTANA MUSIC STORE, 8145 CYPRESS AVE STE N, FONTANA, CA, 92335-3493

DISPATCH XPRESS COMPANY, 16550 ARROW BLVD APT 29, FONTANA, CA, 92335-3490

CREATIVE HOME SOLUTIONS, 8414 SIERRA AVE, FONTANA, CA, 92335-3838

LA QUINTA PROPERTIES, 7610 DATE AVE, FONTANA, CA, 92336-1918

SHOW CAR DETAILING, 15650 REED DR, FONTANA, CA, 92336-8709

PRICEBINCOM, 39540 PROSPECT DR, FOREST FALLS, CA, 92339-9695

FMK CONTRUCTION SERVICES, 6474 FREMONTIA ST, HESPERIA, CA, 92345-0102

HAIR OF THE DOG, 17189 BEAR VALLEY RD STE 170, HESPERIA, CA, 92345-1405

WEST WIND ENT, 15340 LINDEN ST, LANE, HESPERIA, CA, 92345-2825

SIERRA INFO SYSTEMS, 15361 LINDEN ST, HESPERIA, CA, 92345-2825

VICTOR VALLEY DENTAL OFFICE, 16422 MAIN ST STE 17, HESPERIA, CA, 92345-3546

RUDY'S BODY SHOP, 11098 I AVE UNIT D, HESPERIA, CA, 92345-5214

CB LAWN & GARDENING SERVICE, 19260 GLENDALE CT, HESPERIA, CA, 92345-5643

RED HAWK TRANSPORTATION AND TAXI SERVICE, 7915 E AVE, HESPERIA, CA, 92345-5845

LANDES HOME DECOR & GIFTS, 17165 MAIN ST, HESPERIA, CA, 92345-6004

EXCELL SIGNING SERVICES, 8944 BUCKTHORN ST, HESPERIA, CA, 92345-6610

ALFRED'S GRAPHIX, 6617 RAINBOW PL, HIGHLAND, CA, 92346-2376

PEARCE ENTERPRISES, 36524 HINKLEY RD, HINKLEY, CA, 92347-9703

SALAM STATION, 1759 MENTONE BLVD, MENTONE, CA, 92359-1140

AA & SONS ENTERPRISES, 11640 HACIENDA RD, PHELAN, CA, 92371-8004

CRAIGS COLLECTIBLES AND ANTIQUES, 31655 OUTER HIGHWAY 10, REDLANDS, CA, 92373-7569

CALEN FILMS, 202 E SHARON RD, REDLANDS, CA, 92374-2326

SOUTHERN ASIA ADVENTIST COMMUNITY GROUP, 1445 FORD ST, REDLANDS, CA, 92374-6330

FRANCIS NAILS, 160 W BASE LINE RD, RIALTO, CA, 92376-3359

CAROUSEL NUTRITION CENTER, 917 W FOOTHILL BLVD, RIALTO, CA, 92376-4740

EVERETTS HANDYMAN SERVICE, 210 W, RIALTO, CA, 92376-6424

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H & L REAL ESTATE INVESTORS, 2468 KOA DR, RIALTO, CA, 92377-4062

MINERS TAX SERVICE, 14707 7TH ST STE 600, VICTORVILLE, CA, 92392-4059

ALA AL-DEEN RESTAURANT, 14303 7TH ST, VICTORVILLE, CA, 92392-4207

EQUITY 1 INTERNATIONAL, 14174 GREEN TREE BLVD, VICTORVILLE, CA, 92392-4302

THE ENCHANTED COTTAGE, 14335 HESPERIA RD STE 107, VICTORVILLE, CA, 92392-4551

SUBWAY HWY 395, 12130 BEAR VALLEY RD, VICTORVILLE, CA, 92392-9583

WILLYS DETAIL SHOP, 15658 VILLAGE DR, VICTORVILLE, CA, 92394-1708

A-QUALITY AUTOMOTIVE REPAIR, 15376 VILLAGE DR, VICTORVILLE, CA, 92394-1936

SOCAL TRUCK & EQUIPMENT CO, 10160 CRIBARI DR, YUCAIPA, CA, 92399-6006

C & M SMITH TRUCKING, 2698 CHIUITA LN, SAN BERNARDINO, CA, 92404-4483

PATSY, 3376 N E ST # ST#20, SAN BERNARDINO, CA, 92405-2401

BULLDOG WELDING EQUIPMENT REPAIR, 101 W BENEDICT RD STE 20, SAN BERNARDINO, CA, 92408-2130

SIRLINECLASS, 460 WIER RD APT 8, SAN BERNARDINO, CA, 92408-3825

ONE HOUR FABRIC CARE, 382 E BASE LINE ST, SAN BERNARDINO, CA, 92410-3905

AQUA GEEKS, 7201 HAVEN AVE STE E602, RANCHO CUCAMONGA, CA, 91701-6065

INTERPRETING SERVICES, 11191 BAYLOR ST, RANCHO CUCAMONGA, CA, 91701-7606

TRIPLE A FREIGHT INC, 12967 ELM TREE LN, CHINO HILLS, CA, 91709-1133

FIC MEDICAL BILLING SERVICES, 3136 OAKCREST DR, CHINO HILLS, CA, 91709-2465

JG ELECTRIC, 15632 EL PRADO RD, CHINO, CA, 91710-9108

THREE D DAIRY, 14350 WALKER AVE, CHINO, CA, 91710-9244

INLAND MAINTENANCE, 7950 PERLITE AVE, RANCHO CUCAMONGA, CA, 91730-2939

NORTH SHORE PROPERTIES, 7828 HAVEN AVE # 106, RANCHO CUCAMONGA, CA, 91730-3049

GOLDEN KEY MORTGAGE, 8137 MALACHITE AVE STE B, RANCHO CUCAMONGA, CA, 91730-3571

WEST COAST PRO TRUCK SERIES, 8801 ONYX AVE STE B, RANCHO CUCAMONGA, CA, 91730-4572

YOUNG GUN PERFORMANCE COATINGS, 10611 PULLMAN CT, RANCHO CUCAMONGA, CA, 91730-4847

SANCHEZ AUTO TRANSPORT, 8220 BERRINGER PL, RANCHO CUCAMONGA, CA, 91730-7106

THE BLITZ, 5753 MALACHITE AVE, ALTA LOMA, CA, 91737-2245

WES EGUCHI TRUCKING INC, 11061 GETTYSBURG DR, ALTA LOMA, CA, 91737-7827



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**LOVELY NAILS AND SPA**, 5235 ARROW HWY, MONTCLAIR, CA, 91763-1308,

**2ND LOOK GLASS**, 5521 HOLT BLVD STE C, MONTCLAIR, CA, 91763-4545

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**BLOOMINGTONS #1 FLORIST**, 11700 CEDAR AVE, BLOOMINGTON, CA, 92316-3740

**NHB TOW**, 440 WALTERS ST, COLTON, CA, 92324-1047

**BANDA NAYERY**, 508 AWARD DR, COLTON, CA, 92324-2611

**CARNICERIA EL ROMEO**, 15482 SAN BERNARDINO AVE, FONTANA, CA, 92335-5345

**ROBIN**, 7980 SIERRA AVE, FONTANA, CA, 92336-2663

**COR-WORKS**, 14078 BANCROFT CT, FONTANA, CA, 92336-3524

**DEANNA L GRANDY**, 10182 CLOVER DR, OAK HILLS, CA, 92345-0747

**DEENA BARTON BLIND HORSE**, 10030 SAHARA RD, PHELAN, CA, 92371-8441

**INLAND EMPIRE PUBLIC AUTO AUCTION**, 1825 INDUSTRIAL PARK AVE, REDLANDS, CA, 92374-2802

**HERITAGE PARK RIALTO**, 303 W MERRILL AVE, RIALTO, CA, 92376-6317

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**RED RIBBON FOUNDATION**, 12582 2ND ST SPC 77, YUCAIPA, CA, 92399-4671

**CR HOMES REAL ESTATE PROFESSIONALS**, 2377 DEL ROSA AVE # A, SAN BERNARDINO, CA, 92404-4404,

**SOMETHING UNIQUE INC**, 1594 N E ST, SAN BERNARDINO, CA, 92405-4538

**REDDY WASH**, 6636 CHURCHILL ST, SAN BERNARDINO, CA, 92407-2069

**COLD FEET TRANSPORTATION**, 2731 AKRON ST, SAN BERNARDINO, CA, 92407-2148

**SATELLITE SOLUTIONS**, 6131 SHEPHERD DR, SAN BERNARDINO, CA, 92407-2216

**A&M MORTGAGE SERVICES**, 4795 LAKEWOOD DR, SAN BERNARDINO, CA, 92407-2822

**DAZZLING WINDOWS**, 1200 KENDALL DR APT A210, SAN BERNARDINO, CA, 92407-4134

**F&M ENTERPRISES**, 2190 GRAND AVE, SAN BERNARDINO, CA, 92407-4620

**XTREME MICROSYSTEMS INC**, 3245 DUFFY ST, SAN BERNARDINO, CA, 92407-6201

**ANGEL HAIR & NAILS**, 4275 UNIVERSITY PKWY # 105, SAN BERNARDINO, CA, 92407-7039

**EMPIRE HOME SERVICE**, 1195 E 2ND ST, SAN BERNARDINO, CA, 92408-1268

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**CHINO HILLS HEALTH FOODS**, 4183 CHINO HILLS PKWY STE D, CHINO HILLS, CA, 91709-3781

**J LEE TRUCKING**, 17393 E PARK, CHINO HILLS, CA, 91709-6374,  
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STE A, CHINO, CA, 91710-5469

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**JASON'S CABINET AND WOODWORKS**, 8051 ALSTON AVE, HESPERIA, CA, 92345-6809

**THE KEILANI COMPANY**, 2887 INDIAN CANYON CT, HIGHLAND, CA, 92346-1782

**CELEBRATE REDLANDS**, 310 W OLIVE AVE, REDLANDS, CA, 92373-5174

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**VISUAL INNOVATIONS**, 532 3RD ST, LAKE ELSINORE, CA, 92530-2728

**LAKELAND MARINE**, 18010 GRAND AVE, LAKE ELSINORE, CA, 92530-606



# JUNE 2003

**5** Child Abuse Prevention Center will host an open house to introduce the center's programs and office. The open house will be held at the center on Thursday, beginning at 5 p.m., and presentation at 5:30 p.m. This is the first of what will be monthly meetings to give the community a chance to find out about the programs offered by the center. A tour of the center is offered; any questions will be answered. The Child Abuse Prevention Center is a non-profit organization providing in-home child abuse prevention and parent education programs to families throughout Western Riverside County. For more information contact Ruth Kantorowicz at (909) 276-0986 or [capc@childabusepreventionctr.org](mailto:capc@childabusepreventionctr.org).

**5** The California Department of Transportation and the Inland Empire Center for Entrepreneurship at California State University, San Bernardino have partnered to help local small businesses by hosting the 60/91/215 Procurement Conference from 9 a.m. to noon at the CSUSB Student Event Center. This free procurement conference offers a unique opportunity for small business owners to learn about the second largest transportation construction project in California's history and the associated contracting needs. The event is on the Cal State San Bernardino campus, 555 University Parkway, San Bernardino. To register, call (909) 890-1251 or (909) 880-5708.

**12** Learn to become an advocate for Alzheimer sufferers and speak for those who can no longer speak for themselves. Special advocate training sessions will be held Thursday, from 10 a.m. to noon in the Alzheimer's Association Coachella Valley office, 73-710 Fred Waring Drive, Suite 208, and from 6 to 8 p.m. in the Inland Empire office, 2930 E. Inland Empire Blvd. Suite 101, Ontario. Volunteers, caregivers,

family members, and anyone interested in becoming an advocate for Alzheimer's Disease are welcome to attend. Advocate training sessions are free and open to the public. For information, contact (760) 836-3433 in the Coachella Valley and (909) 484-3252 for the Inland Empire.

**12** Professionals In Human Resources Association presents, How to Sell HR to the Boss with speaker Roger D. Sommer, SPHR. Thursday, 11:30 a.m. Cask'n Cleaver, 1333 University Avenue, Riverside. Fee for monthly meeting, \$18 for members with reservations, \$20 for guests with reservations, \$10 for members in transition (Career Network), \$22 for members, guests & students without reservations (at the door.) For more information please call Christine Marie Hamman at (213) 622-7472 x 12. To make reservations please call (909) 608-2420.

**13** The Mecum Collector Car Auction will conduct an automotive auction and a memorabilia auction featuring items from the NHRA museum through June 15th. The popular L.A. Roadsters return for their traditional Father's Day Weekend event. Attendees can purchase a super ticket and attend all the Roadsters, tour the museum and attend the auction. Fairplex, 1101 West McKinley Avenue, Pomona. For tickets or information call (909) 865-4560.

**17** Professionals In Human Resources Association presents, Navigating Today's Wage and Hour Maze with speakers Allison Pratt & Kelly Hensley. Tuesday, 11:30 a.m. to 1:30 p.m., registration, lunch & speaker. Pomona Valley Mining Company, 1777 Gillette Road (10 Fwy. & Dudley), Pomona. For more information please call Christine Marie Hamman at (213) 622-7472 x 12. To make reservations please call (909) 932-4271.

**19** Summer Solstice, the wine event of the year, will be in the Millard Sheets Gallery. The event is a fundraiser for the Millard Sheets Gallery Foundation with proceeds providing free field trips to local school children to the gallery during the annual fair and to year-round art exhibitions. Fairplex, 1101 West McKinley Avenue, Pomona. For tickets or information call (909) 865-4560.

**21** The Rancho Cucamonga Senior Center is holding its 3rd Annual Employment Fair on Saturday, 9 a.m. to 1 p.m. The intent of this free event is to offer our senior population (55 and older) a wide variety of employment opportunities. There are plenty of tables available free of charge for businesses interested in reaching out to this experienced employee base. This event will be held at the Rancho Cucamonga Senior Center at 9791 Arrow Route, Ran-

cho Cucamonga. For more information, please contact Karen Bell at (909) 477-2780, ext. 2365.

**24** Professionals In Human Resources Association presents, Making Training Interactive & Effective- Train the Trainer Workshop with speaker Rayleen Hilton. Tues., 9 a.m. - noon. PIHRA, 888 S. Figueroa St., Suite 1050, Los Angeles. Fee \$99 for member, \$129 for non-member. For more information please call Christine Marie Hamman at (213) 622-7472 x 12.

**27** The West Coast Hot Rod Happening will wrap up the vehicle line-up when it appears at Pomona Raceway through the 29th. More than 500 nostalgia race cars and 1,500 rods, customs and classics through '72 will compete on the quarter mile. Fairplex, 1101 West McKinley Avenue, Pomona. For more information call (909) 865-4560.

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Business Bank of California ..... [www.businessbank.com](http://www.businessbank.com)  
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## Winter Advertising Agency Adds to Acclaim for Quality and Creativity With Recent Design Awards

*continued from page 21*

and advertising campaigns are repre-

sented on the site, which include the Mission Inn, Riverside Convention & Visitors Bureau, and Ontario Convention & Visitors Bureau — as well as the City of Ontario and the Temecula Valley Film Festival.

Winter Advertising Agency's pro-bono work for the California Riverside Ballet was recognized with two Silver Addy® Awards in the advertising for the arts category. A long-time supporter, the agency has exclusively designed and created the identity and collateral mate-

rials to promote the California Riverside Ballet and its annual dance productions.

Rounding out the agency's most recent awards was a prestigious Silver Addy® Award for the City of Ontario Economic Development Department's marketing materials. As one of the design firms for the City of Ontario, Winter Advertising Agency designs and produces a variety of materials to promote the city, its economic development and tourism, as well as facilities, services and programs.

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## Just How Are Servers Serving You?

*continued from page 40*

Still, like your car and your cell phone, the new Windows Server will have functions you probably will not want or need. If you don't need them they remain locked and concealed. If you do need them you can open them up as required.

Ultimately, the goal of Microsoft is what Kermanikian calls "trustworthy computing."

"We want to make sure that people can trust the fact that their information is secure and that when they want their computer to do something for them — it does it for them."

One final, important question was whether Server 2003 is outdated technology by the time it hits the streets.

The answer is yes...and no.

Advances in technology and the streamlining of computer code continues even as you read this and sooner or later a new version will come out.

Will it be the Microsoft Windows Server 2005?

Stay tuned.

## At Deadline: The Wheels of Rotary Turn for Children

*continued from page 35*

Rob Lauer; Jeff Lowe for Lowe Chiropractic; Don Karlin of Mac Carpet; Redeemer Lutheran Church of Rowland Heights, and Carolyn Anderson of Waste Management.

"There are so many more children to be helped!" said David Wood of Executive Gift Baskets. If you, your organization, or your family would like to truly change the life of a child, provide mobility to a shut-in or give an adult the opportunity to become a productive member of society, please, please contact: The Rotary Club of Diamond Bar. Telephone: Don Karlin at 909-865-0755, Shirley Pozzuoli at 909-396-9372 or David Wood at 909-597-3099.

## Fontana Foundry Changes With Unique Job Training Program

An aluminum processing plant in

Fontana has sharpened its 190-person work force with a state-funded training program that led to alignment of goals for both workers and management.

TST Inc. (Timco Standard Tandem) at 11601 Etiwanda Ave. turned to the California Employment Training Panel (ETP) in August 2001 for help to reduce costs and improve performance in the plant.

"With the utility crisis that hit us in California, we realized we had to reduce costs in order to compete worldwide," said Andrew Stein, TST's chief executive officer.

With the assistance of American Business Concepts, a business consulting firm in Redlands, TST obtained a \$150,000 training concept from the ETP. That paid for classroom training that helped everyone understand what everyone else in the plant was doing, so the entire work force could become one team, explained Luis DeLeon, the TST plant manager.

Knowing how everything works together, employees looked at their specific parts of the operation to see how they could improve the whole

process. "The ETP training is definitely promoting teamwork," DeLeon commented. "People who would rarely see or talk to each other are now meeting and developing a flow of ideas."

The ETP was created 20 years ago to keep high-paying, highly skilled jobs in the state by helping California companies stay competitive against out-of-state businesses. Last year, the ETP helped fund training programs for more than 5,000 businesses that collectively employ about 75,000 Californians.

The Alliance for ETPP is a non-profit organization of businesses, trade associations and educational institutions that support the programs of the ETP.

*For more information, contact Thom Akeman at 831-643-2140 or e-mail [thomakeman@aol.com](mailto:thomakeman@aol.com).*

## Rancho Santa Ana Botanic Garden Awarded Prestigious IMLS Grant

The Institute of Museum and Library Services (IMLS) recently awarded Rancho Santa Ana Botanic

Garden a conservation project support grant of \$35,324. The funds will be used to improve the garden's management of plant displays, by inventorying the third of a total of four sections of the garden's living collection of California native plants. The grant will be a valuable resource for helping the garden maintain the health of the plants and thereby ensure their beauty and educational value for thousands of visitors every year.

Of the 234 museums that submitted applications to IMLS, 86 were approved for funding. The botanic garden's success in this competition demonstrates its outstanding performance in collections' care and maintenance.

The Institute of Museum and Library Services was created by the Museum and Library Services Act of 1996. IMLS is a federal grantmaking agency that serves the public by strengthening museums and libraries.

*For information regarding Rancho Santa Ana Botanic Garden's programs and educational opportunities, please call 909-625-8767.*

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